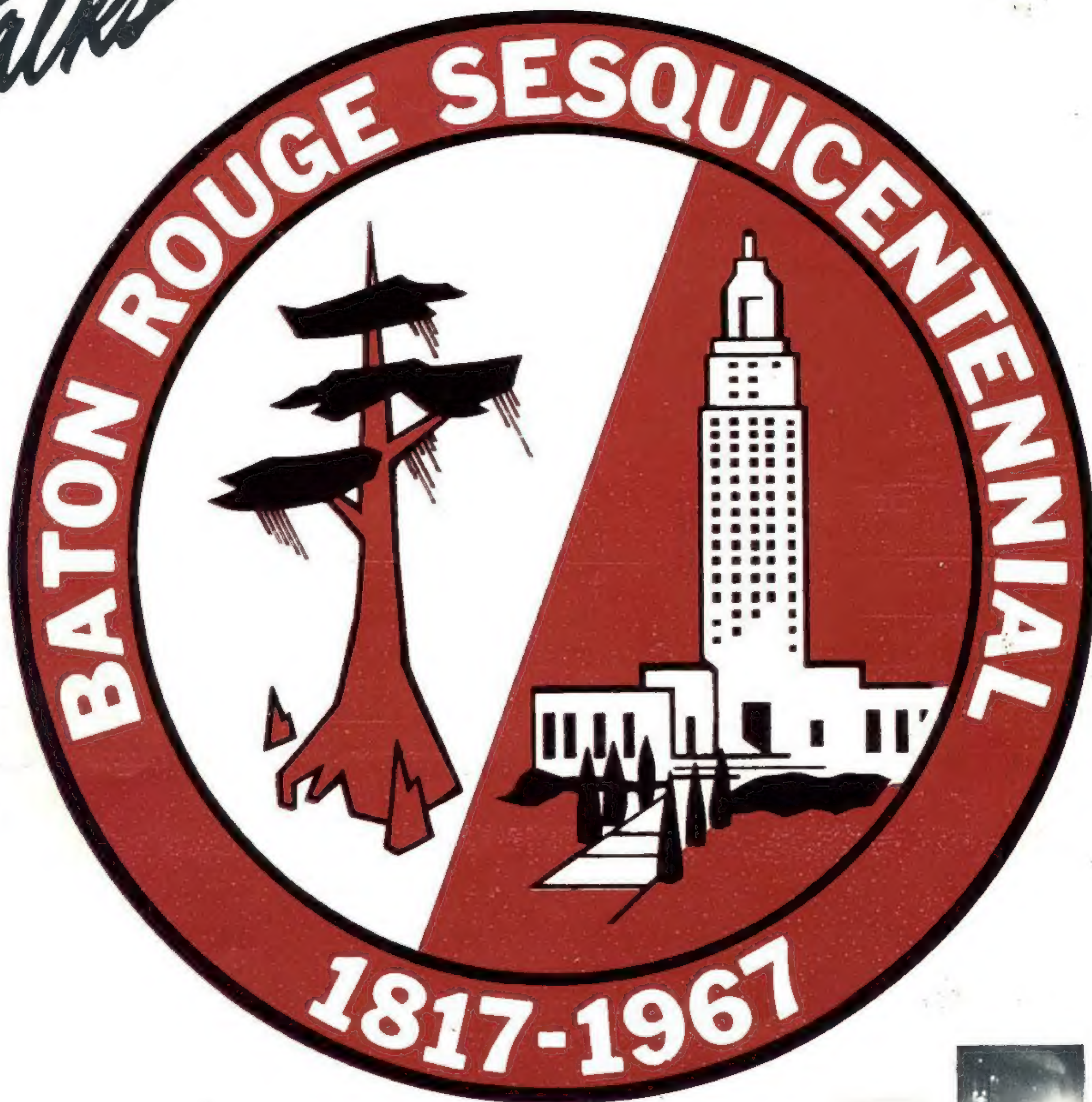


*Plain  
Talks*



GULF STATES UTILITIES COMPANY  
JUNE 1967





## Swimming In Red Ink

WHEN 1967 BEGAN, ECONOMISTS thought the national economic situation had a dangerous pallor. Now the pallor has deepened, and the patient seems in real trouble. Unless the right medicine is given, the United States could face terrible economic illness in the next fiscal year—the worst case of “deficititis” since the end of World War II.

The new year began with the Administration’s estimate of an \$8 billion deficit in the fiscal year commencing July 1. In recent days, however, Secretary of the Treasury Henry H. Fowler gave a \$11 billion forecast for the deficit when he asked Congress to hike the debt ceiling to \$365 billion.

Mr. Fowler’s forecast is based on the assumption that business activity will accelerate rapidly and that Congress will approve the six per cent tax surcharge sought by the President.

The calculations of the Secretary of the Treasury could prove to be overly optimistic. Some economic observations are of the view that the deficit could pass the \$20 billion mark. If this stupendous deficit develops, the American people will really feel its impact in terms of runaway inflation, tight money, whopping taxes, and in all likelihood, unwelcome price and wage controls.

“Doves” in the country are quick to blame the war in Vietnam for the deficit. Certainly, Secretary of Defense Robert S. McNamara made poor calculations as to the cost of the war. He grossly under-

estimated the expenditures required—hardly the kind of performance one expects of an official described as a human computer. But defense spending is not the villain. After all, expenditures for national defense are necessary expenditures for the safety and survival of the American people. Americans are ready to double defense spending if the security of the Republic is at stake.

The fact is that in recent years non-defense spending has climbed faster than defense spending. Six years ago, spending on defense amounted to \$44.7 billion. In the current fiscal year, defense spending totals \$68.7 billion, or an increase of 54 per cent.

But consider the other side of the picture. In 1961, non-defense spending was \$36.8 billion. Today, it totals \$58.7 billion, or a rise of 59 per cent.

In May, moreover, top Administration officials pledged to carry on the Great Society’s lavish programs and to augment them. It refused to cut back on the wasteful War on Poverty, which hasn’t helped the poor. By promoting the Great Society at this time, it apparently hopes to regain favor with radical groups such as Americans for Democratic Action, which have condemned the effort in Vietnam.

The Administration refuses to make a guns or butter choice. We apparently intend to buy the guns, but we also intend to give away a lot of the highest grade butter—in the form of welfare subsidies of one kind or another. We give “renticare” and “head-start” programs high priority, despite the pressing need for cutbacks in this area in order to assure adequate funds for defense and stability in the national economy. The Office of Economic Opportunity is screaming for more money to spend in the nation’s big cities this summer—a form of Federal tribute designed to appease protest groups.

Unquestionably, the American economy is very strong and sound. The U. S. potential for strengthening free enterprise is a modern miracle. New ideas and hard work by skilled managers and employees result in new processes, new services and new goods. But even the strongest economy cannot withstand irresponsible spending.

If war imposes a strain, then it is essential to remove other strains—such as the Federal government’s commitment to welfarism.

If the Administration refuses to acknowledge this economic fact of life, the American people will be swimming in red ink by the early 1970’s. Overspending on welfarism is what has wrecked Britain. The U. S. should take note of this horrible example and turn away from the brink.

Reductions in non-essential spending have never been more essential.

Thurman Sensing, Executive Vice President  
Southern States Industrial Council



# News Briefs



## JIM TOWERS PROMOTED TO SUPERVISOR OF PERSONNEL RELATIONS

relations.

A graduate of the University of Texas, Mr. Towers joined our Company in 1959. Previously, he worked for two years as an industrial engineer for the Dupont Company at its Charleston, West Virginia, works.

Mr. Towers is a native of Denton, Maryland, and attended schools in Newark, Delaware. He served in the U.S. Army for three years and was an artillery lieutenant in Korea from 1950-1953.

James P. Towers, formerly training representative in our System Personnel Office has been promoted and transferred to Baton Rouge as supervisor of personnel

## PROMOTION OF FIVE EMPLOYEES AT SABINE STATION ANNOUNCED

Norman F. Black, formerly test supervisor at Sabine Station, has been promoted to maintenance supervisor. W. A. White, formerly maintenance foreman at Sabine, has been named maintenance planner. Former Master Electrician M. E. Sandefer has been promoted to electrical maintenance foreman.

W. W. Anderson, master repairman at Roy S. Nelson Station, has been transferred to Sabine as mechanical maintenance foreman. Former Master Test Technician L. E. Stough of Nelson Station has been transferred to Sabine and promoted to test maintenance foreman.

These promotions were effective June 1.

Promotions and transfers involving five employees were announced by R. J. Robertson, system production manager, this month.

## CHAIRMAN RICHARD RECEIVES SHAREOWNERS AWARD

by the Independent Advisory Committee on Awards. The award recognizes GSU's participation in American corporate ownership, its shareowner information program and its management-shareowner relationship.

On behalf of our Company, Glenn E. Richard, chairman of the Board of Directors, recently accepted the United Shareowners of America Management-Shareowners Award presented

## MAY RESULTS OF GSU'S SYSTEM SAFETY CONTEST

one injury each. Lake Charles trailed in fifth place with two injuries.

In motor vehicle accident standings for May, Beaumont placed first with four accidents, Baton Rouge was second; Navasota, third; Lake Charles, fourth; and Port Arthur, fifth. These results, incidentally, were the same last month.

Navasota and Port Arthur tied for first place in off-the-job injuries. Lake Charles was third; Beaumont, fourth; and Baton Rouge, fifth.

Navasota and Port Arthur tied for first place in the System Safety Contest for personal lost-time injuries during March. Beaumont came in third and Baton Rouge fourth with



#### GOVERNMENT POWER PROJECTS HIT

tion policy which urges favorable action on three government power projects: construction of transmission lines in Arkansas and Oklahoma at a cost of \$10.7 million, construction of the Dickey-Lincoln School project in Maine at an estimated cost of \$314 million, and creation of a Federal Electric Bank for REA requiring an initial Federal investment of \$750 million.

The Council of State Chambers of Commerce told the press that it challenges administra-

#### CAUSE OF SECOND NORTHEAST

#### POWER FAILURE PINPOINTED

touched off by a short circuit when a high-voltage transmission line sagged because of a heavy electric load bringing it too close to a low voltage distribution line crossing under it.

The lines cross a point midway on a 50-mile Nottingham-Plymouth meeting 230 kilovolt line in Southeastern Pennsylvania. The load on the high voltage line reached 600,000 kilowatts which was more than it previously carried. This raised the line's temperature, causing it to sag physically toward the low voltage distribution line and the resulting "flash-over" shorted out the 230 kilovolt line and the distribution line.

FPC Chairman Lee C. White said that Philadelphia Electric Company reported that the power failure which cascaded across four eastern states June 5 was

#### ELECTRICITY USED TO GROW AND

#### PICK ORANGES IN CALIFORNIA

his trees into a 58-volt electrical system. The electrical charge makes the trees add new growth to old branches. The University of California is also experimenting with electricity to pick oranges. By giving orange trees a jolt of electricity, the ripe fruit drops off while the green stays on. Tests are also being conducted electrically on vegetable and grain crops. Electricity works on some vegetables and grains by accelerating growth, while it will retard growth on other crops.

"Timely Items," published by the Public Service Company of Colorado, recently stated that an orange grower in California has been experimenting with connecting

Edison Electric Institute is conducting an extensive study to determine the possible economic advantages of electrifying railroads, such as the need for fewer locomotives, reduced maintenance, lower cost and longer life.

In 1966 there were some 2.5 million electrically heated homes in the United States. By 1980 there will be 19 million, and by the year 2000 there will be some 70 million.

By the year 2000, the United States could have electric generating units in the 3 to 4 million kilowatt range. The largest in operation today is a one million kilowatt unit.





#### Our Cover

The cypress tree for which Baton Rouge was named and the state capitol building were chosen by Artist Paul Habig as illustrations for the city's 150th anniversary seal. A salute to dynamic Baton Rouge begins on page 2.

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PUBLISHED MONTHLY FOR  
GULF STATES UTILITIES EMPLOYEES

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Tom Spencer .. Associate Editor, Beaumont  
John Powers .. Contributing Editor, Beaumont  
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Member of Southeast Texas Industrial Editors  
and International Council of Industrial  
Editors.









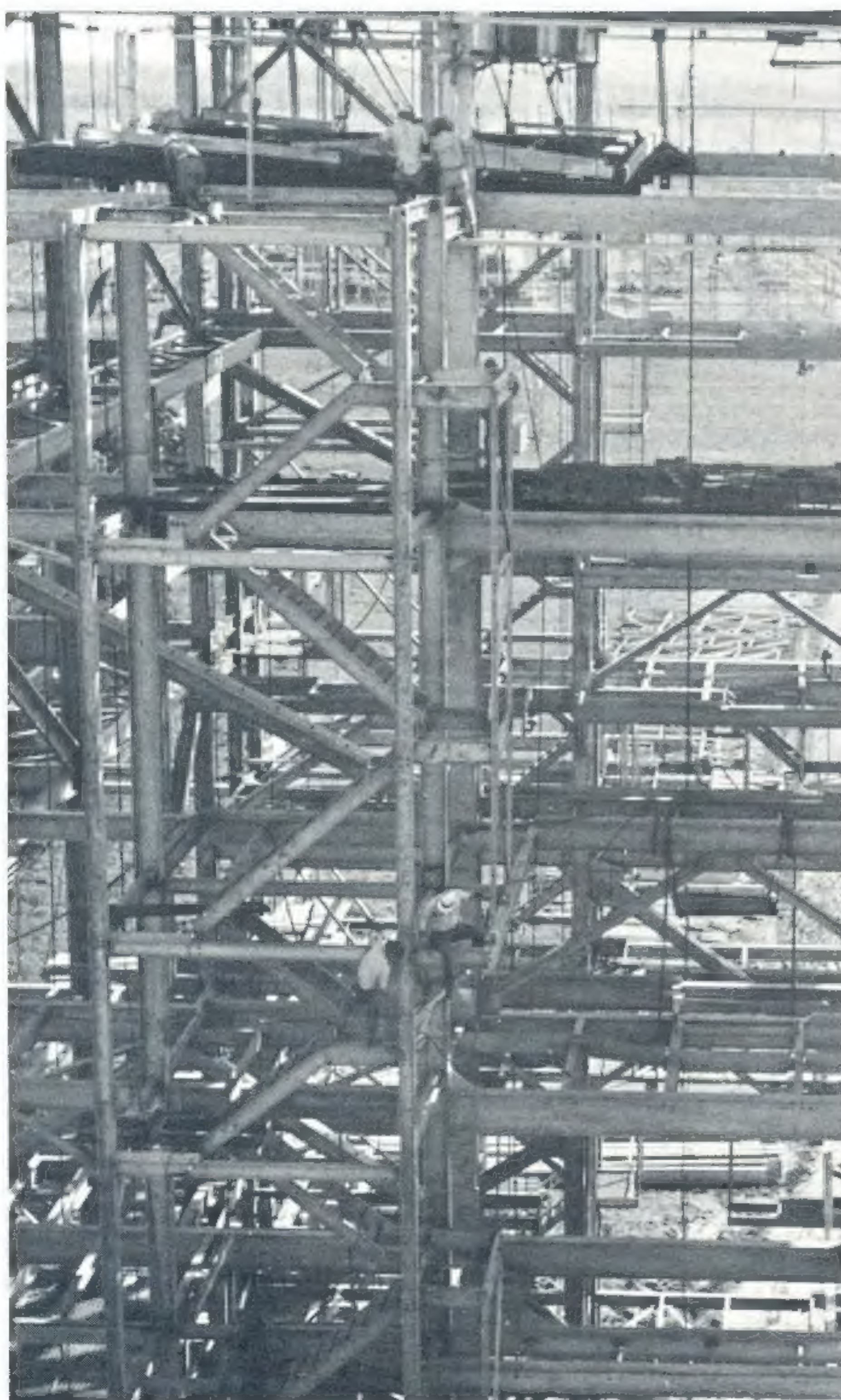
Vast industrial complexes along the Mississippi River account for the bulk of Baton Rouge's booming economy.

## Baton Rouge: Boom City

AT NIGHTTIME, MYRIADS OF REFLECTED lights playing gently on the darkened Mississippi waters belie the calm of the sleeping giant on shore. Its last cargo safely deposited, a creaking ferryboat drifts slowly back across the river to await the morning passengers. An occasional lonely whistle beckons shiftworkers to their round-the-clock jobs of operating huge refineries. At dawn, the hush is broken by the sights and sounds of construction. Throughout the city and its environs air hammers, heavy engines, bulldozers, hydraulic drills and the commanding barks of foremen split the air. This is Greater Baton Rouge, once a city of ante-bellum composure, today a modern phoenix emerging as one of the most important industrial centers of the South.

Most significantly responsible for the booming economy and continued growth of Baton Rouge is its port. Farthest inland deep-water port on the Mississippi River from the Gulf of Mexico, the Port of Baton Rouge handles 31 million tons of cargo each year ranking it the third largest port on the Gulf and seventh largest in the nation.

Dotted along the port and throughout the



Construction continues on the expansion of our Company's Willow Glen Power Plant near Baton Rouge. In addition to Willow Glen Station, GSU's Louisiana Station has, for many years, provided electricity to the growing city.





parish are the mammoth industries which rely on the port for goods shipment and on the Mississippi River for an inexhaustible water supply. Petroleum and petrochemical production, by far the city's most important industries, employ four out of every five manufacturing workers in Baton Rouge. It has been estimated that industrial growth in the next 15 years will surpass the area's boom since 1960 which has so far produced over a billion dollars in new and expanded industrial plants.

Toward the southern edge of the city is the large, handsome main Louisiana State University campus which covers some 300 acres. Founded in 1860 as a military school, "Ole War Skule" has grown to an enrollment of more than 15,000. Southern University, the largest predominately Negro university in the nation, is also located in Baton Rouge and boasts an enrollment of more than 5,000 students.

The seat of Louisiana's state government, Baton Rouge evolved as the state capital chiefly because of political jealousy. New Orleans, the likely choice because of its predominance as a commercial center, was defeated only by a slight majority vote and because the people of Baton Rouge chipped in \$150,000 in land and money toward construction of a state capitol building.

Graceful ante-bellum homes, museums, statuary and landmarks record the romantic history of Baton Rouge. And although, this year the city celebrates its 150th anniversary, its origin and name dates back to 1699. The Houma and Goula Indians marked the separation of their hunting grounds by a tall red cypress tree which had been stripped of its bark. Termed "Le Baton Rouge" (the red stick) by early French explorers, the name stuck even though the Indians had named the location "Istrouma" and the English referred to it as "New Richmond." In 1817 the town of Baton Rouge was officially incorpo-

rated.

Although distinctly Southern in flavor, Baton Rouge is, nevertheless, a city of historic contrasts, perhaps owing to the fact that it has served under the governments of seven nations. The Old Spanish Arsenal built in the 18th Century and now a museum, appears strangely removed from the lacy French grillwork on Lafayette Street. Civil War cannons, preserved as relics of the Confederate government, provide a contrast to the gothic architecture of the Old State Capitol Building. In the heart of the city near the new state capitol remain the Pentagon Barracks where General Custer activated his famous Seventh Cavalry to stave off Indian raids. Later, the barracks were used by Zachary Taylor as headquarters during the Mexican War.

A utility company had served Baton Rouge since before the Civil War and the Louisiana capital was one of the first cities in the nation to have a gas company. On February 9, 1860, coals were ignited in the gas benches of the Baton Rouge Gas Light Company and remained lighted for 65 years, until a new method of producing "water gas" was introduced. Thus began the first utility operation of our Company.

Modern day Baton Rouge, although careful to retain memorabilia of its past, has a citizenry vitally concerned and energetically doing something about its future. The colorful ferrys which for years have transported people across the Mississippi will give way to progress when the new \$46 million "Downtown-Bridge" is completed. A \$100 million face-lifting and skyline revision for downtown Baton Rouge is further evidence of the growth attitude of Baton Rougeans. Recently, a joint bond issue passed by voters provided for the future construction of \$53 million for streets and drainage and \$18 million for air conditioned schools for the parish.

A fabulous recreation park, in the planning stages for three years now, is rapidly nearing a ground-breaking date. To be called "Hemisphere-land", the park will be Louisiana's answer to Six Flags Over Texas and Disneyland and will incorporate the most popular attractions of both, plus many more original attractions related to the history of the state. An initial investment of \$6 million will be spent on the 400-acre park to make it one of the state's top tourist attractions.

Our Company, in keeping pace with Baton Rouge's growth, is midway through expansion of Willow Glen Power Station in neighboring Iberville Parish. Louisiana Station's combined production of electric power and steam, and our Company's Gas Department, which provides the gas requirements for homes and industry, are additional assurances that we will have the heat, light and necessary power when Baton Rouge calls for them.





Board Chairman Glenn E. Richard addresses shareowners at Company's 42nd Annual Meeting in Beaumont.

## Corporate Democracy In Action

*Editor's Note: Perhaps no better example of the American economic system in action can be furnished than the annual shareowners' meetings of investor-owned companies. An individual can participate in the policy-making decisions of a corporation through ownership of common stock which permits him to vote on major issues affecting the company. In reality, a board of directors can only guide and recommend policy; it is the shareowners who make the ultimate decisions.*

*Individual participation in corporate decision-making is basically representative of the American free enterprise system, a system unshackled by the state and government involvement so obviously characteristic of Communist and Socialist systems of "state government." Next month, our country will celebrate its 191st birthday, an appropriate time to pause and take stock of the freedoms upon which our economy is based.*

THERE WERE ALL TYPES; businessmen, suntanned farmers, elderly ladies and young college students. All were converging on our Company's Beaumont office building and into the lobby where special tables had been set up to greet visitors. Twenty floors above, chairs aligned auditorium fashion were becoming a scarcity; even a section set aside for students had only a few vacancies. As members of the Board of Directors circulated among the crowd, last minute arrangements were completed

by the Corporate and Finance Department. Then at 10:45 a.m., Board Chairman Glenn E. Richard approached the microphone and called to order our Company's 42nd Annual Shareholders Meeting.

Only two items of business were transacted at the meeting. The first was re-election of the 13 incumbent directors of the Company's Board. The second item brought to a vote was designation of a firm of independent public accountants, Lybrand, Ross Brothers and Montgomery, to audit the accounts of the Company for the current year. Both measures passed by a majority vote.

Of the 20,747,328 shares of common stock outstanding, holders of which are entitled to vote at the meeting, 18,647,705 shares were represented in person or by proxy constituting 90 per cent of the total shares outstanding.

Immediately following the shareowners' meeting, Vice President and General Sales Manager L. V. Dugas, using slides of area industries, spoke on the exciting future of the Company, encompassing all five service divisions.

At a shareowners' dinner the following week in Baton Rouge, details of the meeting were reviewed before Baton Rouge area shareowners who had cast their votes by proxy weeks earlier.

This was corporate democracy in action.





## Baton Rouge Gas Department

# Imagineering: A Key To

IMAGINATION AND ENGINEERING SKILL have introduced a number of labor and cost-saving devices into our Baton Rouge Gas Department, many of which have been developed by our own Gulf Staters. Recently, two such innovations have improved testing efficiency in the Meter Department, while a third provides a dependable monitoring system for the flow of gas throughout the entire city.

More than 7,000 used gas meters in the Baton Rouge area are rounded up each year and brought into the Meter Department for periodic testing and repair. Each meter is manually tested, stripped of its paint, repainted and, if necessary, fitted with new dials, diaphragms and gaskets.

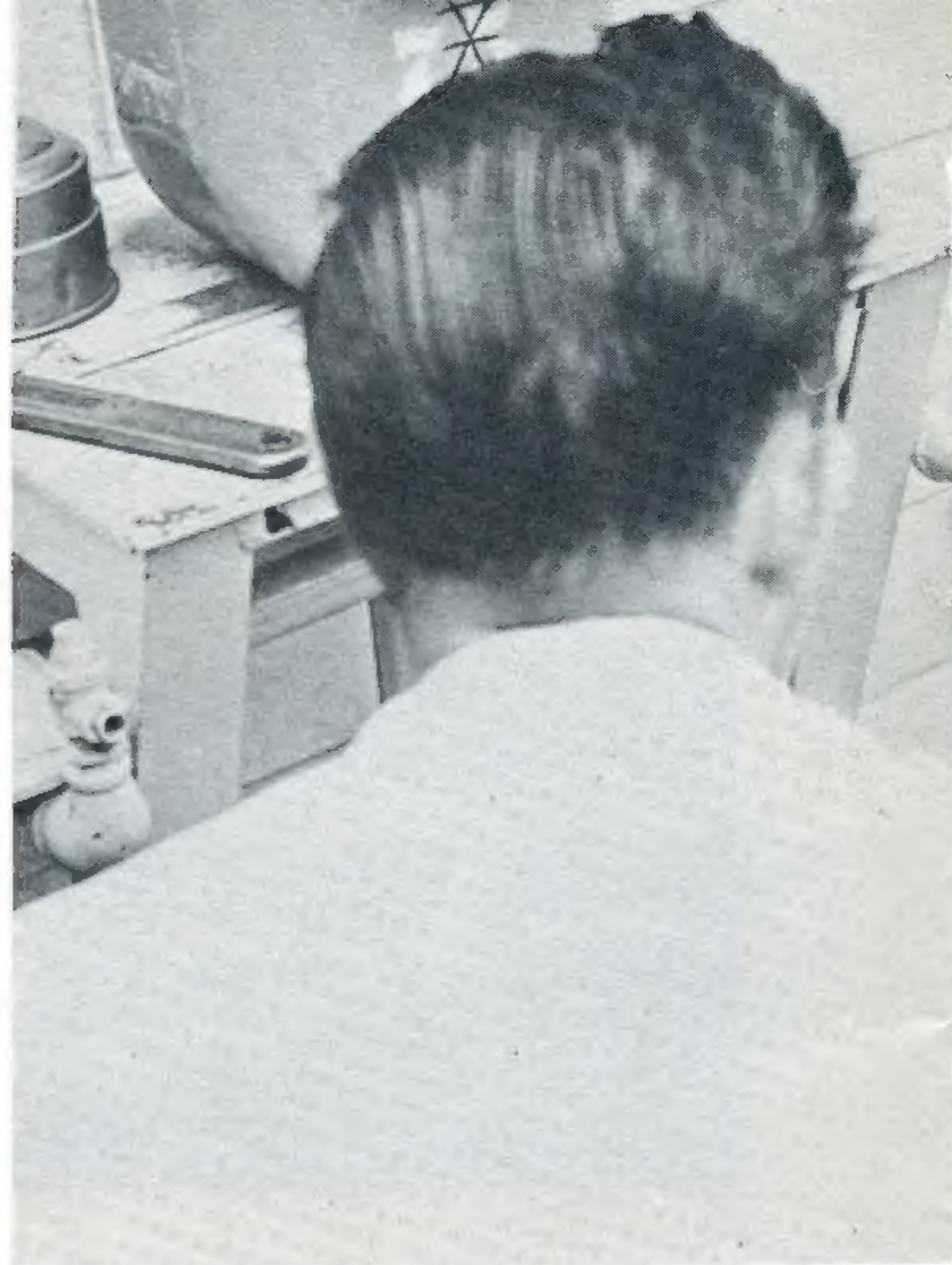
The first innovation has to do with the testing and proofing of the meters, perhaps the most tedious portion of the refurbishing process. This testing determines the accuracy of the meter. Four large provers—hollow, bell-shaped containers filled with air and suspended in oil—are used to test a meter. One meter tester working at a table between two of the provers can test two meters at once; however, until Meter and Regulator Foreman Bill Humphries and Meterman Aubrey Lee put their heads together and developed an automatic zeroing device for the provers, each meter required the individual attention

of the meterman to manually zero the prover during testing. Now, he can test two meters and save several minutes on each.

The new zeroing device would probably make designers balk at its simplicity and use of unconventional materials. A one-half inch basso valve with a thermocouple safety was salvaged from a floor furnace to regulate the air flow. Two micro-switches and a low voltage power supply — actually, a six volt car battery — a small amount of wiring and welding and the manually zeroing prover was converted to an automatic model.

Once a meter has been cleaned, tested and repaired, a test is run to determine if its valves are properly ground and seated. If the meter checks out after this testing, it is capable of registering a load as small as the flame of a pilot light.

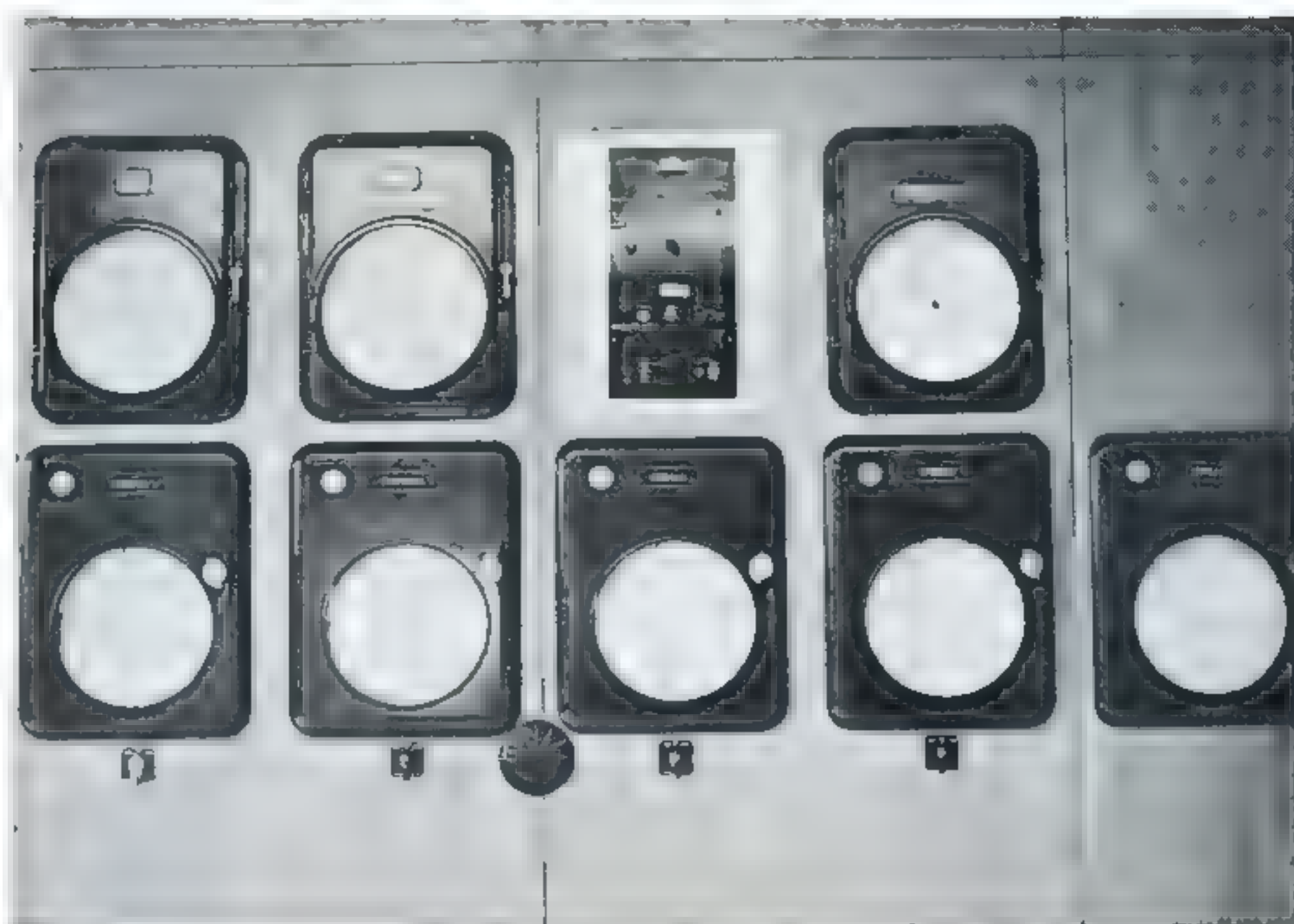
The instrument used to check the valves of the meter was also developed by personnel of the Meter Department. Each meter is connected to a low pressure manifold by a rubber hose containing a short strip of metal tubing in which a small orifice has been drilled. The minuscule opening allows only one-half cubic foot of air an hour to enter the meter. A timer off of an old washing machine provided the timing device for the low pressure test. As many as 32 meters can be tested for low pressure readings at







Automatic zeroing device for gas meter provers, left, was designed and built by Gulf Staters. Built mostly of spare furnace parts, it operates off of a six-volt car battery. Below, automatic pressure control, top row, third from left, regulates gas pressure around the city.



# Operating Efficiency

once in the shop, each connected to a separate rubber hose extending from the homemade manifold.

Mr. Humphries also assisted in the design of the 24-hour gas pressure indicators mounted along a panel of the interior of the Gas Department. The indicators actually read the pressure of gas flow throughout the city, registering readings of high and low pressures every 15-minutes. Recently, an automatic pressure control device was added to the panel which acts as a monitor for the entire gas system.

Developed by GSU Engineer F. L. Marston, the pressure control device regulates gas pressure by means of an electrical impulse converted into a mechanical response, thus opening or closing the valves of gas regulators located at the "city gates" of Baton Rouge. An improved model of an earlier version used in the Gas Department, the automatic pressure control device is still being used on a trial basis; however, six-months of operations prove that the labor-saving control device is both accurate and dependable.

The imagination and skill of these Gulf Staters is paying off in efficiency and savings to our Company and better service for our customers.



Aubrey Lee, meterman, sets homemade timer which tests meters for very small leaks. The timer control is off of a washing machine; the manifold was also built in the Meter Department.



## Valdemar Westh

# The Return Of a Native Son



Mr. Westh inspects one of the original four boilers he helped install at Louisiana Station before joining our Company. Many years later, the boiler is still operating as efficiently as ever.

FORTY-SIX YEARS AND SEVERAL thousand miles separate Valdemar Westh from his homeland of Denmark. But to the retiring mechanical maintenance supervisor of Louisiana Station, those years have been full ones, peopled with many friends at GSU who helped him carve a life in a country he visited in his youth for the sole purpose of learning the language. In August, he and his wife will return to Denmark for a visit, but his retirement years will be spent in this, his adopted country.

Mr. Westh was born the son of a dairy farmer in Bornholm, a Danish island just south of Sweden. One of six children, the young Westh early convinced his father to allow him to come to America to learn English. In 1921, only 18-years of age and recently graduated from high school, he set sail on the USS United States, his childhood ambition fulfilled, but with a promise to his family that he would remain no longer than five years.

Ellis Island, then the traditional landing spot for immigrants, was under quarantine when the ship arrived in the United States. Instead, he disembarked in Boston. A friend who met him at the dock introduced him to a farming family in Swansea, Massachusetts, where he worked and began to pick up English.

With a firmer grasp of the language, Mr. Westh joined Babcock and Wilcox Boiler Company in Con-

necticut, a contract company for Stone and Webster Engineers and worked his way up to foreman of boiler erection. His new position took him to several locations in the South and eventually to Baton Rouge where he supervised construction of four boilers for Louisiana Steam Products Company, a predecessor to our Company. There, he met and married Wilhelmina Smith, a local girl.

The newlyweds lived in Houston and Birmingham before a repair job at Louisiana Station brought him back to Baton Rouge in 1932. After the job was completed, Mr. Westh decided to stay with the infant company and accepted a job as mechanical helper. Four years later, he signed an oath naturalizing him as a citizen of the United States.

Since Mr. Westh helped install the first four boilers at Louisiana Station, he has watched the plant grow to include 11 more. His two grown daughters have visited the country that he has not seen in 46-years. Now, Mr. and Mrs. Westh will return to visit Denmark and the brothers and sisters he left there, a retirement gift from his eldest daughter.

Reflecting back on his years with our Company, in a voice which contained only the slight trace of a Scandinavian accent, Mr. Westh said, "I've worked with this company long enough to know that this is a good one and a smart one. It will be interesting to watch its climb in the next 30 years."





## Lafayette Throws A Crawfish Boil

CRAYFISH, CRAWFISH, CRAWDADS. Call 'em what you will, these tasty little crustaceans have the power to attract. Especially in South Louisiana—where to know them is to love them.

Friday, June 9, was no exception. Friday is seafood night for many in and around Lafayette. And this Friday was the night of the annual crawfish boil put on by the funloving, hardworking Gulf States gourmets who comprise our Lafayette District. About 100 GSUers from the district hosted their wives and company guests from Lake Charles and Beaumont.

There were no speeches. No games. Just some cool liquid refreshments and about 1,100 pounds of boiled crawfish. The eating arena was set up in the service center yard. Barrels and boards constituted the tables. Everyone ate standing up. Silver-

ware? Who needs 'em? Paper plates piled high, a full mug and plenty of napkins. And, man! Away you go!

Gulf Staters who masterminded and muscled the event included Russell Bonnet, Claude Patin, Paul Granger, Henry Legnon, Jeff Derouen, Bernard Wiltz, Harvey Fontenot, George St. Julian, Earl Broussard, Cullen Rome, Dennis Dugas, Sue Hoffpauir, and others. Frank Sonnier of Lafayette contributed these pictures of the festivity.

Included in the out-of-town guest list were Vice President and Mrs. H. C. LeVois of Lake Charles, Vice President and Mrs. Lionel Dugas of Beaumont, Mr. and Mrs. Ed Hodges of Lake Charles, Mr. and Mrs. Neal Carpenter of Lake Charles and Mr. and Mrs. Jim Turner of Beaumont.





# LETTERS

*From employees, customers and friends of GSU*

## BATON ROUGE

Miss Mildred Tribble  
Home Service Advisor  
Gulf States Utilities Company  
Baton Rouge, Louisiana  
Dear Miss Tribble:

Now that we have had time to relax a bit after our May 12 symposium in Baton Rouge, we wish to again thank you for your participation.

It is difficult to select any one phase of the program as the highlight. However, we certainly believe that the panel presentations and discussions were very well received and popular with the attendees. Your part in this panel was



Mildred Tribble, second from right, GSU home service advisor in Baton Rouge, was chosen to participate in a panel discussion sponsored by the Gulf Coast Section of the American Association of Textile Chemists and Colorists at L.S.U.

certainly a big factor in this.

Overall, we had an excellent meeting and many thanks to you for helping us make it so.

Sincerely yours,  
Ralph J. Brysson  
Chairman, Gulf Coast Section  
American Assn. of Textile  
Chemists and Colorists

*Editor's note: Annually, our Company supplies informative films and literature to hundreds of schools, business*

*organizations and institutions. The following is a letter of appreciation from a public school teacher. Renee Dawson is stenographer in the Claims Department, Baton Rouge.*

Gulf States Utilities Company  
Baton Rouge, Louisiana  
Dear Mrs. Dawson:

I want to express to you my appreciation for the service your department has rendered me in the past school year. The films which you made available to me greatly enhances the instruction of my students.

I hope your Company will continue its liberal lending policy to educational institutions with the knowledge that we in education appreciate private industries interest in lending a helping hand to us.

Again let me say thanks for your assistance.

Sincerely,  
James D. Rose

Miss Mildred Tribble  
Gulf States Utilities  
Baton Rouge, Louisiana  
Dear Miss Tribble:

We just don't know how to thank you for the beautiful new range that was delivered a few days ago.

Our pre-schoolers were a part of the style show at the recent demonstration at the Broadmoor. Sister Bridget and I went out to see them and drooled over the beautiful equipment and at your description of what the newer equipment can do, little dreaming that one of these deluxe models would really be ours to use.

We had planned a summer program wherein each of the girls takes turns to play hostess. As soon as they get "some" experience would you have time and be willing to be our guest? We would love to have you, besides we would like you to see what good use we make of

Gulf States equipment.

Thank you so much.

Gratefully,  
Sister M. Thecla  
Administrator

Sister M. Thecla, Administrator  
Mother Alice Hall  
Baton Rouge, Louisiana 70806  
Dear Sister Thecla:

How nice to hear from you and be thanked so graciously for the range we placed in the Children's Home. We are happy to be able to extend this service to you and hope you will call on us if you ever need any help with the use of the equipment.

In the home economics departments in the junior and senior high schools, we offer range demonstrations to the classes and discuss the use and care while preparing "samples" to demonstrate performance qualities. Perhaps something along this line could be included in your summer program.

We enjoyed having the pre-schoolers in the style show at our "Electric Living Show." I suppose the most fun was the afternoon at the beauty parlor. Mrs. Bridges was wonderful with them.

Please call me or Miss Harriet Babin, who is the home service advisor who works with St. Joseph's Academy, when we can be of help to you.

Sincerely,  
Mildred Tribble  
Home Service Advisor



Hutt H. Reed, left, commercial sales representative in Jennings, talks with Mr. Isaac Marcantel of Elton who was named "Farmer of the Year" in Jeff Davis Parish by the Agriculture Committee of the Jennings Association of Commerce. Reed was a member of the committee which selected the rice farmer for the honor.





Jack Waltrip, left, industrial engineer for GSU, presents Joel Forrest of Chesson, Forrest and Holland Consulting Engineers, a framed cover of "Today's Business" magazine showing Baton Rouge's all-electric Republic Tower. Mr. Forrest designed the electric facilities for the building.

Kilowatt Klub  
Gulf States Utilities  
Baton Rouge, Louisiana  
Dear Friends:

Thank you so much for a very delightful day. I have never had a happier, more fatigued, more sunburned group of kids. Their hopes of a gorgeous tan has popped in blisters but they are still very, very happy.

They have told everyone that they swam in the most wonderful pool in the world, and Maria, our four year old who went back for "seconds" was not too pleased with her rice and gravy yesterday. She suggested this morning



Forty-one orphans of St. Joseph's Academy and the Protestant Girls Home in Baton Rouge were guests at the Kilowatt Klub picnic held recently. This unique engine transported the guests to the picnic.

that we get some men to cook for us.

We are all most grateful to you for being so good to all of us.

God bless you all!

Gratefully,  
Sister M. Thecla  
Administrator

## CONROE

Gulf States Utilities Co.  
Conroe, Texas

Dear Sirs:

We wish to thank you very much for the fast and efficient service that you and your service men provided Monday afternoon and night during and after the tornado that struck our subdivision.

It is very good to know that we have people such as you to give us such prompt and immediate service.

Sincerely,  
Webb Melder  
Developer

## BEAUMONT

Mr. L. V. Dugas  
Gulf States Utilities Company  
Dear Mr. Dugas:

Your brochure entitled "Upper Texas-Louisiana Gulf Coast, Land Labor Resources" was recently brought to the attention of the Public Affairs and Education Committee of the Texas Forestry Association by your Mr. L. N. Brannan. Frankly, it was the most impressive illustration I have seen in recent years—especially in its treatment of logs, lakes, deer, and the industrial photos of the Kirby Lumber Corporation, EastTex Incorporated, and Conroe Creosoting Company.

You are most certainly to be commended for the theme of the brochure. The quality and the appeal it evidences to your prospective consumers or current customers is terrific! It is good to have people like you represented in our forestry association. We all have a story to tell and it does have a broader appeal when "tied together" in such a package as you have created in this publication.

Congratulations and thanks again for the services of Mr. Brannan in your

organization.

Very sincerely,  
Raymond E. Gipson  
President, Texas  
Forestry Association  
Lufkin, Texas



Junior and senior students of Baton Rouge's Live Oak High School Industrial Arts class recently visited Louisiana Station. GSU'ers present for the tour were (left to right) Howard Chaney, assistant superintendent; Roy West, electrical supervisor; Dick Krouse, area development engineer; Jimmie Smith, supervisor of maintenance planning; and Harriet Babin, home service advisor.

## LAKE CHARLES

Mr. Ed Farlow  
Service Department  
Gulf States Utilities  
Lake Charles, Louisiana  
Dear Ed,

I want to express my appreciation to you and your department for the excellent service I have received on several occasions. I especially appreciate the service rendered recently in connection with the dryer.

Your men are so courteous and cooperative it is a pleasure to have them call. They go to a lot of trouble to see that a job is done satisfactorily. I really appreciate this effort on their behalf.

Sincerely  
A. J. St. Dizier  
Asst. Superintendent of  
Schools  
Lake Charles, Louisiana



# SERVICE AWARDS

## FORTY YEARS



**A. L. Borne**  
Treasury  
Port Arthur



**C. O. O'Brien**  
Production - Neches Station  
Beaumont



**W. T. Ricks**  
Treasury - Purchasing  
Beaumont

## THIRTY YEARS



**T. O. McKnight**  
Safety-Claims  
Baton Rouge

## TWENTY YEARS



**J. A. Graves**  
Production  
Louisiana Station



**V. A. Huey**  
Treasury-Bldg.  
Maintenance  
Baton Rouge



**H. W. Long, Jr.**  
T & D  
Beaumont



**Thomas C. Macon**  
Production  
Louisiana Station



**Jeffie Sims**  
T & D  
Beaumont



**Leroy Tunious**  
T & D  
Baton Rouge



**Frank Washington**  
T & D  
Lake Charles



**Clyde V. Wilson**  
T & D  
Baton Rouge

## TEN YEARS



**Arline Cornelius**  
Building Services  
Beaumont



**Jamie Davis**  
Building Services  
Beaumont



*Ten Year Service Awards Continued*



**W. C. Floyd**  
Production  
Neches Station



**Pat Fukes**  
Personnel  
Beaumont



**J. H. Gottschalck**  
T & D  
Baton Rouge



**B. G. Harrington**  
Gas  
Baton Rouge



**Mitcheil Hollier**  
Production-  
System  
Beaumont



**Edward Hutchins**  
T & D  
Beaumont



**Phyllis Lancon**  
Treasury  
Beaumont



**David Mayo**  
Production  
Neches Station



**Betty Neville**  
Production  
Neches Station



**M. J. Rabalais**  
Production  
Louisiana Station



**J. O. Robichau**  
Production-  
System  
Beaumont



**Paul Saey**  
Collections  
Beaumont



**Robert Waltrip**  
T & D  
Lake Charles

## Dick Krouse, Charles Foss Named To New Posts In Baton Rouge Gas Department

E. S. (Dick) Krouse and Charles E. Foss have been named industrial engineer and residential sales representative, respectively, in our Company's Gas Department.

In his new position, Mr. Krouse will handle industrial and commercial gas accounts and will work closely with area architects and consulting engineers. Mr. Foss will be engaged in gas sales promotion work with area gas equipment dealers and homebuilders.

Mr. Krouse, formerly an area development engineer, joined GSU in 1951 as a farm representative for the Baton Rouge area. In 1953 he was promoted to agricultural engineer and advanced to area development engineer in 1956.

A native of Spring Hill, Louisiana, he was graduated from LSU in 1951 with an agricultural engineering degree. He is currently serving on the Agricultural Committee of the Baton Rouge Chamber of Commerce. He is a member of the Louisiana Engineering Society and a registered professional and agricultural engineer.

Mr. Krouse is married to the former Audrey White of Baton Rouge and they have three children, Gary, Glynn and Lynn.



**Dick Krouse**

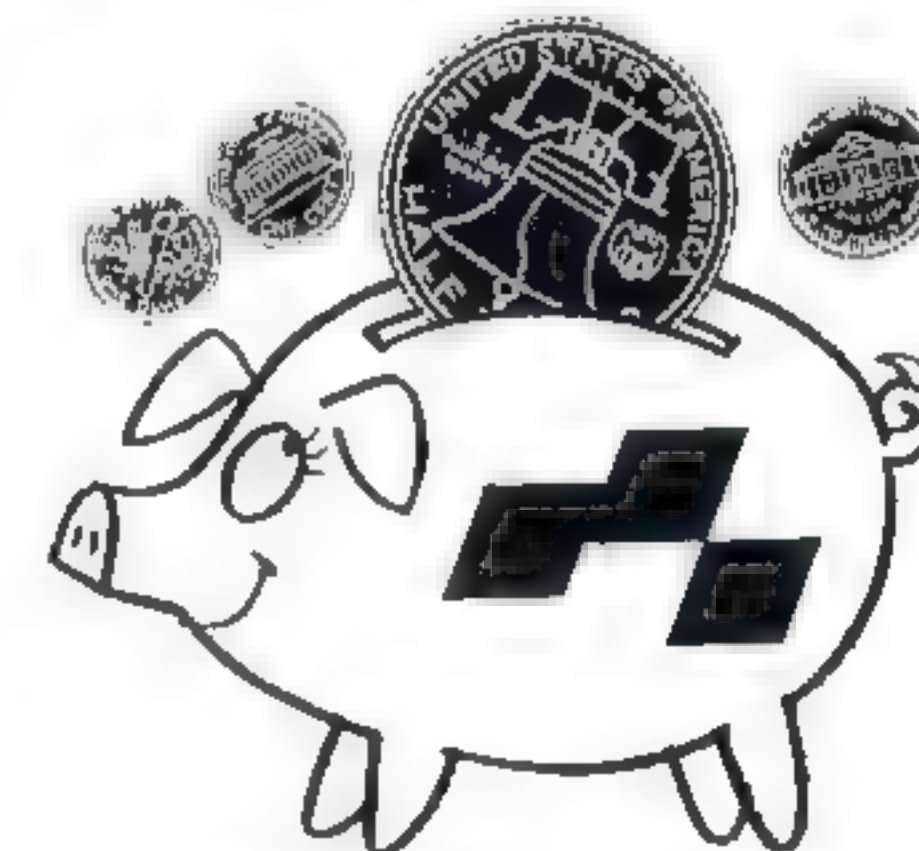


**Charles Foss**

Mr. Foss joined GSU in our Company's Electric Engineering Department in Baton Rouge. In 1954 he was promoted to residential sales representative and two years later he was made senior sales representative.

A native Baton Rougean, he attended LSU. He has been active in Boy Scouts serving as institutional representative for the Istrouma Area Scouts.

Mr. Foss and his wife, the former Lorraine English of Baton Rouge, have two children, Janelle and Bryan.



### Thrift Plan

PURCHASES OF GSU stock made by the Trustee during May covering employee deductions and Company contributions through April were as follows:

2317 shares of common stock at a total cost of \$65,413.83 or an average cost of \$28.232.

61 shares of \$4.40 preferred stock at a total cost of \$4,946.18 or an average cost per share of \$81.085.

These costs included brokerage and commission fees.

The Trustee also deposited \$19,144.85 with the Savings Department of the First Security National Bank of Beaumont.



## A Reddy Holiday

# GSU's Sixth Annual Homemaker's Show Held In Baton Rouge

Over 2300 area homemakers packed Baton Rouge's Broadmoor Theater May 9-10 to attend the sixth annual Homemaker's Show co-sponsored by our Company and the Baton Rouge Morning Advocate and State-Times newspapers. The electrically-oriented show had as its theme "Happiness is a Reddy Holiday". Cooking, freezing, laundry and portable appliance demonstrations, plus a style show and a variety of musical entertainment were features of the show.

Baton Rouge Home Service Advisors Mildred Tribble and Harriet Babin demonstrated the enjoyment of using modern electrical helpers in the home followed by a three segment style show presented by D. H. Holmes Company.

A highlight on the hour and 45-minute show was an amusing skit performed by Sally Pelton and Fredda Hobgood, home service advisors, who portrayed two homemakers trekking into the

woods with the help of Joe DeJean, system supervisor of residential sales promotion, and Leonora Masterson, home



Reddy Kilowatt saves the day for two homemakers caught in the woods with no electrical outlet for their appliances. Reddy was played by Stenographer Wanda Hubbard; the "homemakers" are Home Service Advisors Fredda Hobgood and Sally Pelton.

service director, both of Beaumont. Marcus Andrews, superintendent of residential sales in Baton Rouge, directed the production.

## Willow Glen Station Hosts IEEE Meeting

Fifty-seven members of the Baton Rouge Chapter of the Institute of Electrical and Electronics Engineers (I.E.E.E.) held their monthly meeting at our company's Willow Glen Station on May 11. Ed Loggins, GSU industrial engineer, acted as host for the group which consisted of Baton Rouge area industrial plant managers and maintenance engineers.

After a buffet-style meal, served by

GSU Home Service Advisors Fredda Hobgood and Sally Pelton, members and guests toured the new 500,000 volt substation. Dick Leppla of Commonwealth Associates, Inc. acted as tour guide. Ralph Haynes, Baton Rouge T&D, coordinated the tour and furnished the group one-line diagrams of the station.

G. W. Miller, operating supervisor-electric department for Gulf States' Baton Rouge division, spoke on the construction and operation of the 500,000 volt lines following the tour.

Baton Rouge area companies represented were: Ethyl Corporation, Kaiser Aluminum, Rubicon, Allied Chemical, Dow Chemical, Copolymer, Monochem, Wyandotte, Uniroyal, Colonial Pipe Line, Southern Bell and I-T-E. Electrical contractors, consulting engineers and representatives from Louisiana State University also attended.



Home Service Advisors Sally Pelton, right, and Fredda Hobgood kicked off the May meeting of the I.E.E.E. with a luncheon in the assembly room at Willow Glen.

## Steward Elected Optimist Prexy

Olice A. Steward, administrative assistant in corporate and finance, Beaumont, has been elected president and director of Hardin-Jefferson Optimist Club of Sour Lake, Texas. Last year, he served as vice president of the group.

Mr. Steward is also vice president and director of the Hardin County Water Control and Improvement District No. 1, activities chairman of Sea Scout Ship No. 251 of Sour Lake and on the Public Relations Committee of the Pine-wood Civic Association.



Show time draws near as a huge crowd forms in front of Baton Rouge's Broadmoor Theater. Over 2300 people attended the two-day show.

woods with hopes of utilizing the latest in portable electric appliances on their camping trip.

Members of the audience were eligible to win prizes including a Coldspot frostless-refrigerator-freezer and a choice of a Frigidaire or General Electric range.

The stage setting for the show was prepared and set up by members of the Baton Rouge Residential Sales Depart-



## New Department

# Additional Promotions Announced In Information And Data Services

Our Company is continuing to staff its newest department, Information and Data Services, with the promotion of four employees.

Carter G. Davis, formerly supervisor of systems and procedures, has been promoted to supervisor of electronic data processing, system support services.

James E. Wilder, Bobby Fleming and Jimmie L. Grimes, all formerly systems analysts, have been promoted to project leaders and will report to Mr. Davis.

Mr. Davis, a native of Clarksville, Tennessee, is a graduate of Austin Peay State College there. Joining our Company in 1956 as an accountant clerk, he was promoted to junior accountant in the Machine Accounting Department the following year. In 1961 he was promoted to systems analyst and in 1964 he became supervisor of Systems and Procedures.



C. G. Davis



J. E. Wilder

A native of Beaumont, Mr. Wilder is an accounting graduate of Lamar Tech. Starting with our Company in 1960 as a junior accountant in the Data Processing Department, he was later transferred to the Systems and Procedures Department in the same capacity. He was promoted to systems analyst in 1964.

Mr. Wilder is married to the former Beverly Touns of Beaumont and they have two daughters, Cheryl and Dina. The Wilders are members of the North End Methodist Church.

Mr. Grimes joined our Company in 1953 as an engineer's helper in Systems

Operations, Beaumont. In 1957 he was made senior engineering assistant in the Planning Section and was later transferred to the EDP Section. He became a systems analyst in 1966.

A native of Port Arthur, Mr. Grimes is currently working toward his math degree at Lamar Tech. He is a deacon of the Trinity Presbyterian Church of Port Neches and a member of the Board of Directors of Little League Baseball and the Junior Football League of Nederland. Mr. Grimes is married to the former Jane Fish of Nederland and they have four boys, Mike, Kelly, Patrick and Casey.



Jim Grimes



Bobby Fleming

Mr. Fleming has been with our Company since May, 1958. Starting as a clerk in General Accounting, he was transferred to Data Processing in 1961 and became a junior accountant the following year. Later he was transferred to Systems and Procedures and promoted to systems analyst.

He is married to the former Jeanne Smith of Jacksonville, Texas, and they have three children, Lisa, Robbie and David. A native of Center, Texas, Mr. Fleming attended Stephen F. Austin College and is presently working toward his degree at Lamar Tech.

## Highway Toll Climbs

Last year more than 52,500 persons were killed in highway accidents, an 8 percent increase over 1965.

## A. H. Demers Promoted To Relay Foreman

Armand H. Demers, formerly relayman in our Company's Baton Rouge Re-



lay Department, was promoted to relay foreman effective June 1.

A native of Baton Rouge, Mr. Demers started as a temporary employee with our Company in 1951 while studying electrical engineering and industrial education at LSU. In 1957 he became a helper in the T&D Department. Transferred to the Relay Department in 1960, he progressed through the several classifications of relayman.

Mr. Demers is married to the former Patricia Doran of Baton Rouge and they have three children, Robyn, Kerry and Ronan. The Demers are members of St. Thomas More Catholic Church and the Kilowatt Klub.



Floyd R. Smith, left, vice president of the Baton Rouge Division, was photographed at a reception for the Louisiana Congressional Delegation in Washington preceding the annual meeting of the U. S. Chamber of Commerce on May 1 and 2. With him are Frank McConnell, center, East Baton Rouge City-Parish Councilman and Chairman of the Baton Rouge Chamber of Commerce Legislative Committee and Senator Russell B. Long.



## 105 Years of Service

# Veteran Employees R. M. Craig, Ernest Little And Joseph Broussard Retire July 1

A total of 105-years service to our Company is represented by three Gulf Staters who will retire July 1. They are Robert M. Craig of Navasota and Ernest Little and Joseph Broussard of Lake Charles.

Division engineer of the Navasota Division, Mr. Craig started with our Company in 1928 as an assistant to the superintendent of railways in Beaumont. This was the same year he received his degree in electrical engineering from Texas A&M.

In 1930 Mr. Craig became a student engineer in our Company and two years later he was transferred to Navasota as an engineer's helper. Since that time, he has served as a serviceman and line-man's helper in Conroe, estimator and clerk in Beaumont and Lake Charles, and has held various engineering positions in Lake Charles, Baton Rouge, Beaumont and Navasota.

Mr. Craig is married to the former Maggie Barganier of Lott, Texas, and they have two sons, Rogers, a captain in the Air Force; and Elliott, a veterinarian in Houston. Mr. Craig is an elder in the First Presbyterian Church of Navasota.



R. M. Craig



Ernest Little

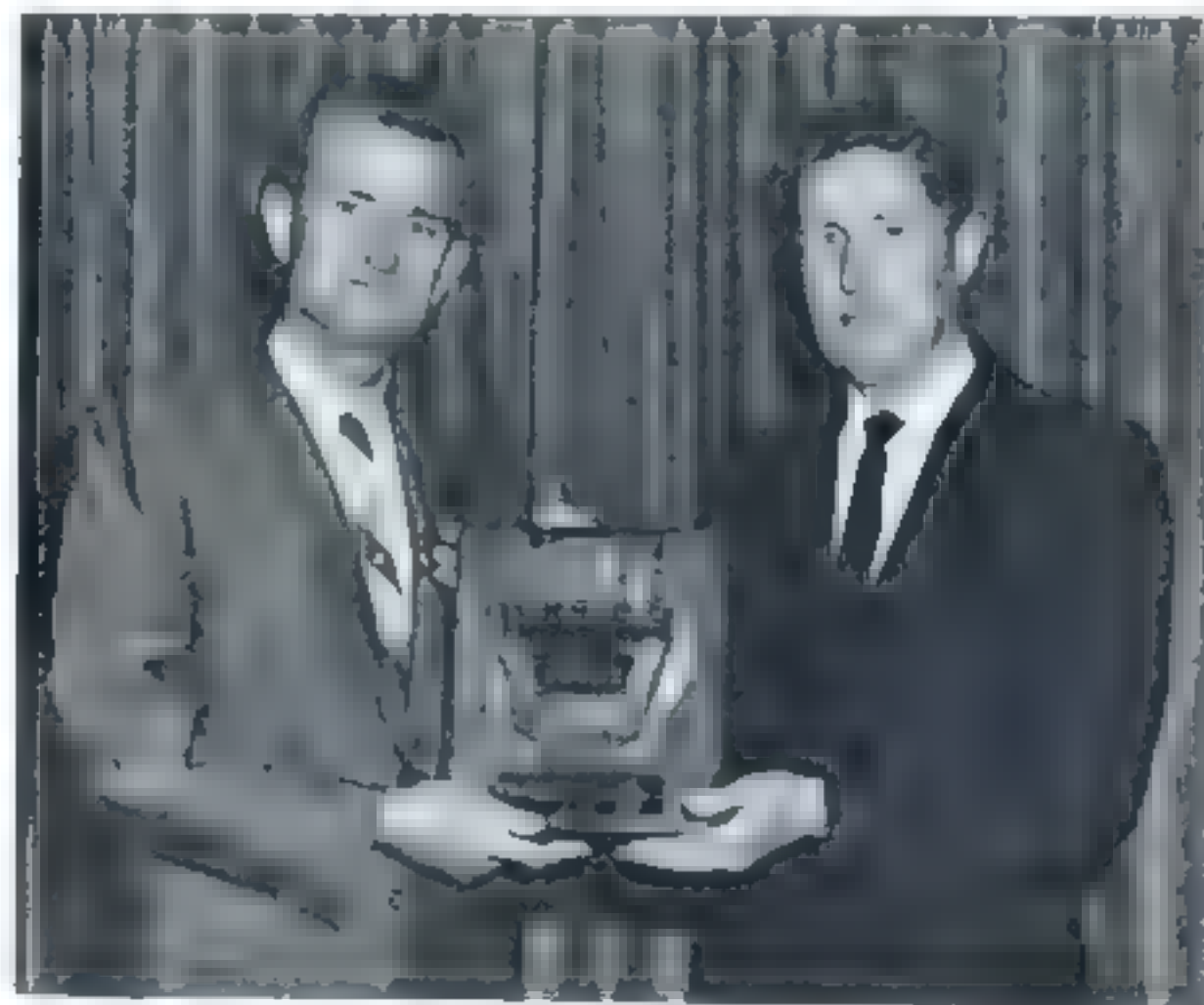
Mr. Little is retiring as supervisor of residential sales for the Lake Charles Division. A native of Marlin, Texas, he joined our Company in 1926 as a district sales representative in Beaumont. In 1935 he was transferred to Lake Charles in the same capacity and later transferred to Sulphur. He became su-

pervisor of residential sales for the Jennings and Lafayette districts in 1940. In 1947 he was promoted to his present position.

A member of the board of directors of the Association of Homebuilders of Southwestern Louisiana, he is a former member of the Rotary Club of Sulphur, the Kiwanis Club of Jennings and the Lions Club of Lake Charles. He is married to the former Mary Lee Willis of Blakely, Georgia. They are members of the First Methodist Church of Lake Charles.

Mr. Broussard, building and grounds maintenance man at the North Ryan office in Lake Charles, started with a predecessor company of GSU as a helper and later became a water and gas serviceman. In 1941 he joined our Company as a water serviceman in Lake Charles, a position he held until 1956 when he assumed his present duties.

A native of New Iberia, Louisiana, Mr. Broussard is married to the former Ruby Marie Sargent of Cedar, Nebraska. They are members of the Church of the Good Shepherd in Lake Charles.



All-electric Splendora High School received a building award from our Company, presented by Jim Richardson, left, Navasota Division sales superintendent, to W. M. Hickman, school board president.



## GSU Junior Company Wins Lafayette Award

"Junior Business," a Junior Achievement Company sponsored by our Company and counseled by Rufus Mier, commercial sales representative in Lafayette, was honored at the "Future Unlimited" banquet on Wednesday, May 17, in Lafayette. One of ten junior companies, the junior corporation received an award for the best annual report.

Junior Achievement is in its first year in Lafayette and our Company participated by sponsoring "Junior Business."

Composed of high school students who sold stock, chartered the company, manufactured and sold a product, paid salaries, liquidated and paid stockholders par value on their stock, plus a 10 per cent dividend, the miniature corporation fared above average by accomplishing its results within a five month period rather than the normal nine month period required.

Mr. Mier was the only advisor to the group although the corporations normally require a minimum of three advisors.

## Curfew Still Tolls

In some parts of the world nightly curfew calls still mark the end of parting day, as in San'a, Yemen, where the seven wooden gates of the city's mud-brick walls are closed from 10 p.m. until dawn.



# Hammack Promoted To Electrical Engineer

H. L. Hammack, formerly system engineer, Beaumont, has been promoted to electrical engineer in the System Production Department.



An electrical engineering graduate of Lamar Tech, Mr. Hammack joined our Company in 1958. He is a member of the Institute of Electrical and Electronic Engineers.

Mr. Hammack, a native of Lampasas, Texas, was raised in Port Arthur and attended Thomas Jefferson High School. He is married to the former Jane Boyum of Port Arthur and they have two children, Susan and Stephen. They are members of St. Pius Catholic Church.

Prior to entering Lamar, he served four years in the U. S. Air Force.



Sammie Wells, serviceman in Cleveland, right, was judged Beard Champion in the city's 1967 Dairy Day festivities held this month. Chamber of Commerce President John Miller presented Mr. Wells a check for \$100 donated by Cleveland's Mounted Sheriffs Posse.

## BOOKS

*Available To Employees From GSU's Beaumont Library*

**Pocket Data Book USA 1967** — Information prepared by the Bureau of the Census.

**Labor Relations Law and Practice Vol. 1** by Benjamin Werne. The author applies his wide experience to explain shop organization, collective bargaining agreements and the procedures for reconciling labor disputes. The volume is intended to guide and to assist the practicing attorney in analyzing and identifying the nature of the labor problems confronting a client and to indicate a course of conduct that may resolve or remove such problems.

**Critical Appraisal of Financial Trends of Natural Gas Pipeline Companies Regulated by the Federal Power Commission.** Concise review and appraisal of the financial results obtained by the natural gas pipeline companies during the 14-year period, 1950-1963.

**U. S. Industrial Outlook - 1965.** Presents detailed outlook statements for 50 of the largest U. S. manufacturing industries (covering half of the manufacturing output) and for construction and selected service industries.

**U. S. Master Tax Guide**

**Captive Finance Companies.** The why and how of credit subsidiaries.

**Water Demand for Steam Electric Generation** by Paul H. Cootner and George O. G. Lof. Authors identify the technological opportunities and costs of water recirculation and water quality adjustment in thermal plants, relating them to possibilities for minimal expenditure and maximum efficiency in use of water for servicing an entire region with thermal power.

**Business History Review.** History of business enterprise and the interaction of business and its environment over time.

**Modern Composition and Rhetoric** by Dana O. Jensen, R. Morrell Schmitz, Henry F. Thomas. General aim of this book is to give the beginning college student a thorough training in the funda-

mentals of composition.

**Shorthand Dictation Studies** by Wallace B. Bowman. Shorthand dictation studies which includes an increased vocabulary range.

**Principles of Inverter Circuits** by B. D. Bedford and R. G. Hoft. Purpose is to explain the fundamental principles of inverter circuits and for the circuit-development engineer and the graduate student in electrical engineering.

**Gas Turbine Engineering Handbook** by John W. Sawyer. Handbook assists in filling the needs for complete technical data on design, manufacture, test, selection, installation, operation and maintenance of gas turbines.

**Beyond Management By Objectives** by J. D. Batten. The author feels that establishing goals and objectives is not enough for the company which is dedicated to excellence. So, here is another "how to" book aimed at integrating all corporate resources to achieve results. The most important of these — the individual — must be involved, motivated and committed to follow through on objectives. The book hits these three factors practically and successively.

**How to Conduct Meetings** by Wesley Wiksell. If you want to become a better member, secretary, treasurer, vice-president, or president of any organization, this manual is for you. When you have completed this program, you should understand the how and why of the basic principles that result in democratic and efficient leadership.

**Deeper Than You Think** by Leonard E. Read. A good leader or teacher induces his students to learn to think for themselves and to will their own actions. They should be creatively thinking, writing, talking — each becoming his own man. Growth in knowledge and understanding takes place only to the extent that some of his students surpass him. No leader or teacher ought to be satisfied with anything less than this.



# Death Claims Jimmie Poole of Port Arthur, William Spence of Beaumont

Two long-time employees of our Company, Jimmie Poole and William Spence, died last month of heart conditions. Mr. Poole was a serviceman for the Port Arthur Division and Mr. Spence, a system operator in the Beaumont Division.

Mr. Poole started as a groundman in Port Arthur's T&D Department. He would have been with our Company 26-years next month. He became a helper in the department in 1941, then an apprentice lineman the following year. He progressed through the ranks of lineman and became a serviceman in 1957.

A native of Starks, Louisiana, Mr. Poole was active in church work in Port Arthur. He is survived by his wife, Jewel; a son, Bobby, who is a student at Lamar Tech and has worked summers in the Engineering Department of the Port Arthur Division; and brother, Ray, an employee of Port Arthur's Meter Department.



Jimmie Poole



William Spence

Mr. Spence, a native of Philadelphia, Pennsylvania, joined Gulf States in Beaumont as an assistant fireman on May 1, 1928, after completing the power plant curriculum at Williamson Trade School in Media, Pennsylvania. He also attended Hays Institute and enrolled in extension courses of the University of Wisconsin.

Promoted to station operator in 1931, Mr. Spence became a station engineer in 1932. In 1940 he was elevated to switchboard operator and in 1943 he was promoted to system operator and transferred to the Engineering Department.

Mr. Spence was a member of Masonic Lodge #286 and the Calvary Baptist Church of Beaumont. He is survived by his wife, Dovie; and a son, Dr. Dale Spence, an instructor at Rice Institute.

## Retired Employee Dies Following Brief Illness

Joseph D. Hatley, retired employee of our Company's Port Arthur Division, died in Houston May 30 after an illness of one month. He retired six-years ago from Port Arthur's maintenance Department after 35 years of service.



A native of Laredo, Texas, Mr. Hatley moved from Port Arthur to Houston three years ago to reside with his daughter in Houston. He

was a member of the Westminster Presbyterian Church of Port Arthur and a veteran of World War I.

Mr. Hatley is survived by his daughter, Mrs. Raymond D. Holstead of Houston; one son, George C. Hatley of Port Arthur; three grandchildren; and two brothers, Adolph Hatley of Muncie, Indiana, and a twin brother, Walter Hatley of Rockport, Texas.



The servicing of a pad-mounted transformer is explained to Servicemen Gordon Hatchell, standing left, and James Barnett of Denham Springs by Hank Green, serviceman from Baton Rouge. The transformer was installed at Denham Springs' Beau Village which features underground service.



A courtesy copy of the Conroe Chamber of Commerce's "Industrial Facts Book of Conroe" is presented to L. V. Dugas, vice president and general sales manager, by Oliver Kneisley, chairman of the Industrial Committee of the Chamber. The fact book, co-sponsored by GSU, is used to help spur industrial development in the Conroe area. Looking on are from left, Dick Kendall, manager of the Chamber; Monty Hawthorne, president; and Bill Vittrup, chairman of the Public Affairs Committee.



# Congratulations

Welcome graduates. Welcome to a world that's just as full of promise and opportunity for your class as it was for those who got their sheepskins 10, 20 or even 30 or more years ago.

We already have had previews of the dynamic power you possess. Your music and its wild dances have set the nation gyrating; your athletes have dotted the record books with new names; your peace marches and war cries have caused diplomats to re-examine things in Viet Nam.

It has been your pleas for civil rights that helped usher in a new way of life for America and your tennis shoes that got out the vote and left an imprint on many elections.

Yes, your likes and dislikes have influenced everything from Beatles to battles, and your buying power has given birth to credit cards for teenagers, The Pepsi Generation, surfing crosses and granny gowns.

Don't ever think that America won't listen to you. It is.

You have done much, but there's still much left to do, and that's what Commencement is all about. Once you lay your diplomas into one of those hundreds of memory-lined hiding places, the real challenge begins.

— Roger Rickard



**Patricia Mayfield**

Patricia Frances Mayfield, daughter of Earl E. Mayfield, T&D, Jennings, is a 1967 graduate of Jennings High School. She has been a member of the Junior Catholic Daughters of America for four years, a member of the Beta Club, Student Council, and historian and district convention delegate of FBLA. In addition, she participated in verse choir, McNeese's Speech Festival and Music Festival. Patricia has been FHA historian for two years and has served on various FHA Committees. At USL literary rallies, she placed second in Home Economics III, and fifth in Home Economics IV. She also placed third in

LSU's literary rally in Home Economics III. She is a recipient of two certificates of educational development and was elected to the honor roll. In the fall she plans to enter USL and study home economics.



**Morris Sandefer, Jr.**

Morris Sandefer, Jr., son of Morris Sandefer, Sr., master electrician at Sabine Station, and grandson of J. P. Pevoto, Sr., division accounting supervisor, Port Arthur, has been a member and squad leader of the Bridge City High School Band for four years. Morris plans to enter Lamar Tech next fall to study electrical engineering.



**Constance Dawson**

Constance I. Dawson, daughter of Robert C. Dawson, Baton Rouge Gas Department is a 1967 graduate of Broadmoor High School in Baton Rouge. She plans to enter Northwestern State College in Natchitoches, Louisiana, in the fall.

Honor Student Brad Norvell, son of Victor R. Norvell, district superintendent of Silsbee, Texas, is a 1967 graduate of Silsbee High School. Brad lettered two years as quarterback on the Silsbee Tigers football team and on the school's track team. A member of the National Honor Society, he has been accepted for enrollment at Texas A&M University.



**Eddene Allen**

Eddene Allen, daughter of Ed Allen, meter reader in Huntsville, plans to enter Sam Houston State College in September to study elementary education and music. A graduate of Huntsville High School,



**Brad Norvell**



she is a member of the Future Teachers of America, the Future Homemakers of America, the Huntsville High School choir, Wesley Memorial Methodist Church choir, and the Walker County 4-H Horse Club. Eddene is a part-time employee of Bell Telephone.



**David Theobald, Jr.**

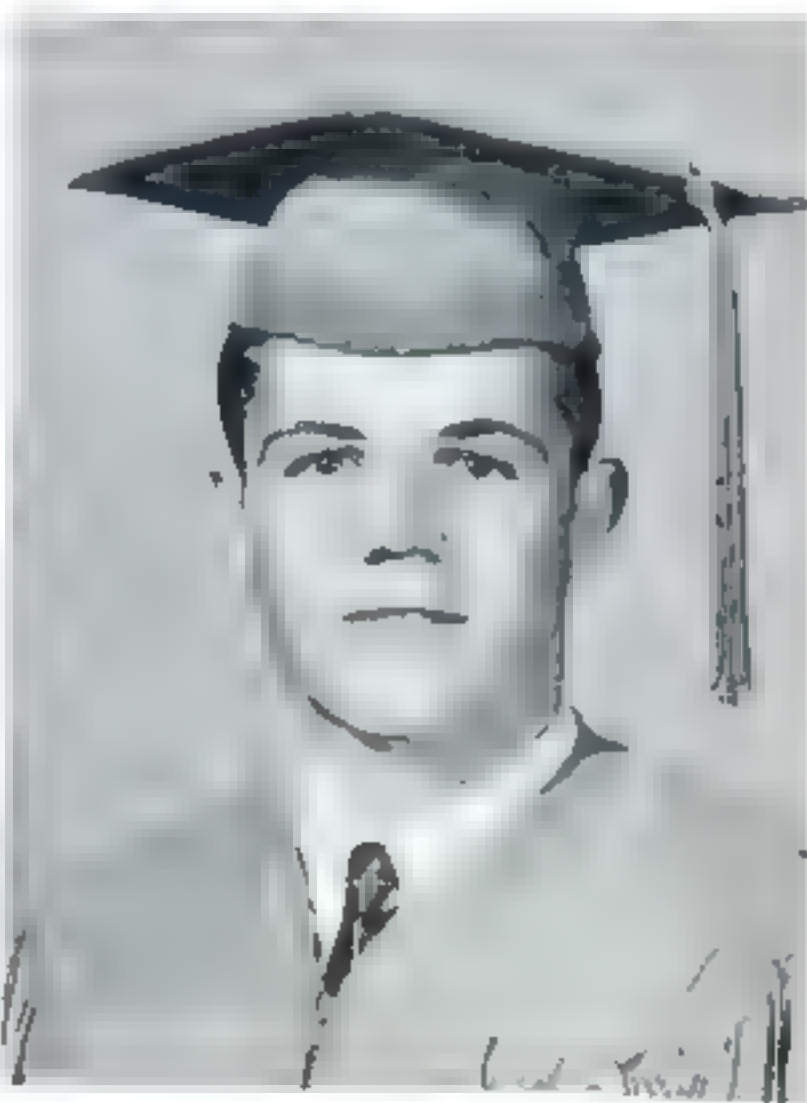
A four-year scholarship to Highlands University in New Mexico has been awarded to David Theobald, Jr., son of Carolyn Theobald, departmental clerk, Standards Design Section, Beaumont. David, a graduate of French High School in Beaumont, was a member of the Student Council, representative to the Good Sportsmanship League and received the "Boy of the Month" award from the North End Optimist Club in Beaumont. Graduating in the top 20 per cent of his class, David lettered in football three years and served as captain of his team. He was named to the All-City Football Team.

With a grade point average of 3.73, Ethel Faye Hall was easily selected



**Ethel Faye Hall**

valedictorian of her graduating class at George Washington Carver High School in Navasota. In addition to her academic excellence, she was elected vice president of her class, secretary of Student Council, president of her FHA chapter and participated in many school activities. She plans to enter Prairie View College in the fall to major in English. Ethel Faye is the daughter of Leal Hall, storeroom maintenance, Navasota.



**Paul E. Biehle, Jr.**

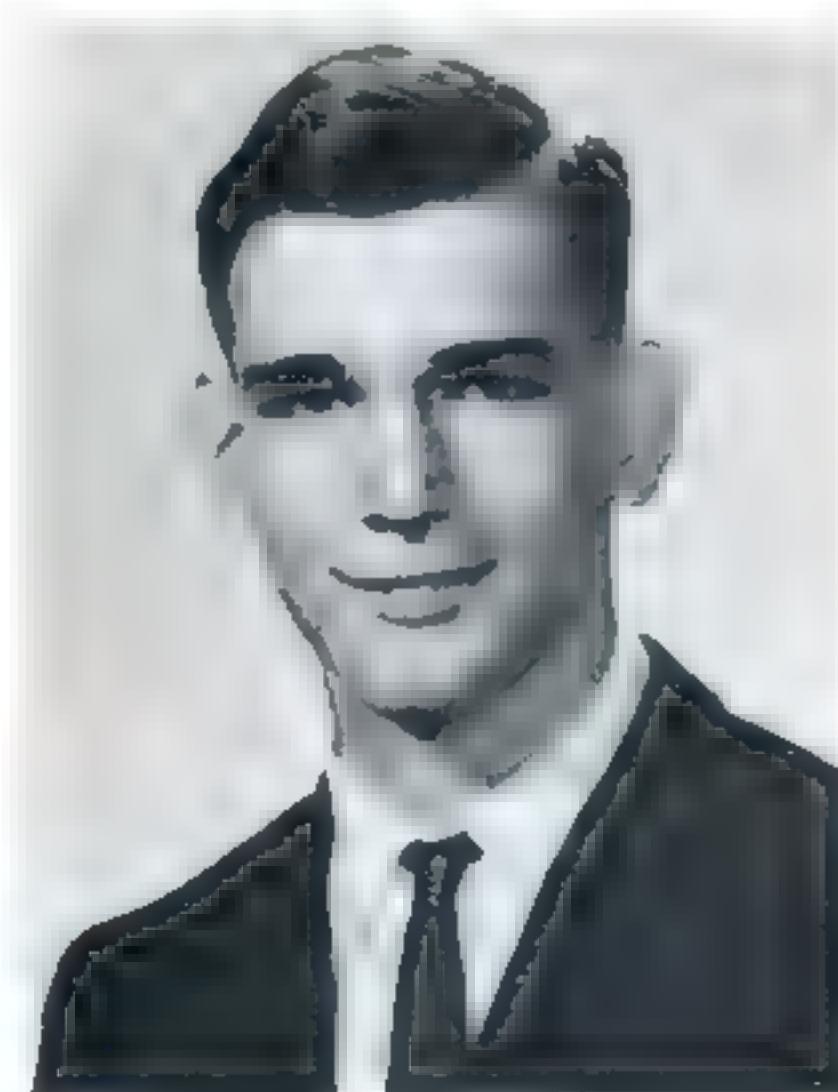
Magna Cum Laude Graduate Paul E. Biehle, Jr., is the son of Elaine Biehle, Credit and Collections, Beaumont. A graduate of Vidor High School, he is a charter member of the National Honor Society and has served as vice president of the organization. Paul lettered two years on the varsity

football team and received the "Lineman of the Year" award while a senior. He is the recipient of the Latin I Award (sophomore year) and merit awards in family relations class and in football. He plans to study engineering at Lamar Tech.



**Linda Pate**

Class Favorite Linda Pate, daughter of David Pate, line foreman in Woodville, Texas, is a 1967 graduate of Kirby High School. Linda has served as class officer for four years and is a member of the National Honor Society. Elected head cheerleader her senior year, she was basketball sweetheart and duchess from Woodville to the 1966 CavOilCade in Port Arthur. Linda plans to enter Stephen F. Austin in the fall.



**Marvin Kluttz**

Marvin Kluttz, son of

Henry Kluttz, maintenance supervisor at Sabine Station, is a 1967 graduate of Beaumont High School. Salutatorian of his class, Marvin has earned the Beaumont High Departmental Awards in mathematics and physics and the Chemistry Departmental Award given by the Texas Chemical Society. He is also recipient of the Bell Telephone Award for outstanding achievement in science and mathematics. Previously, Marvin placed as a National Merit Scholarship finalist being among the top one-half of one per cent of the graduating students in the nation. He was chosen to enter the contest for the NBC-sponsored "Jeopardy" scholarships. He placed first in the Channel 4 area and was then awarded the scholarship given by Channel 4. During his senior year, Marvin was elected to the National Honor Society and Who's Who at Beaumont High School. He has been a member of the Chess Club, the Latin Club and served as president of the Junior Engineering Technical Society of which he has been a member three years. In the past, Marvin has won a total of six first, second and third place ribbons or awards in Roman history and mathematics competitive contests on state and national levels, and first and second place ribbons in speech and science district contests.

William D. (Billy) Byrd, son of Line Foreman Melton D. Byrd of Lake





**Billy Byrd**

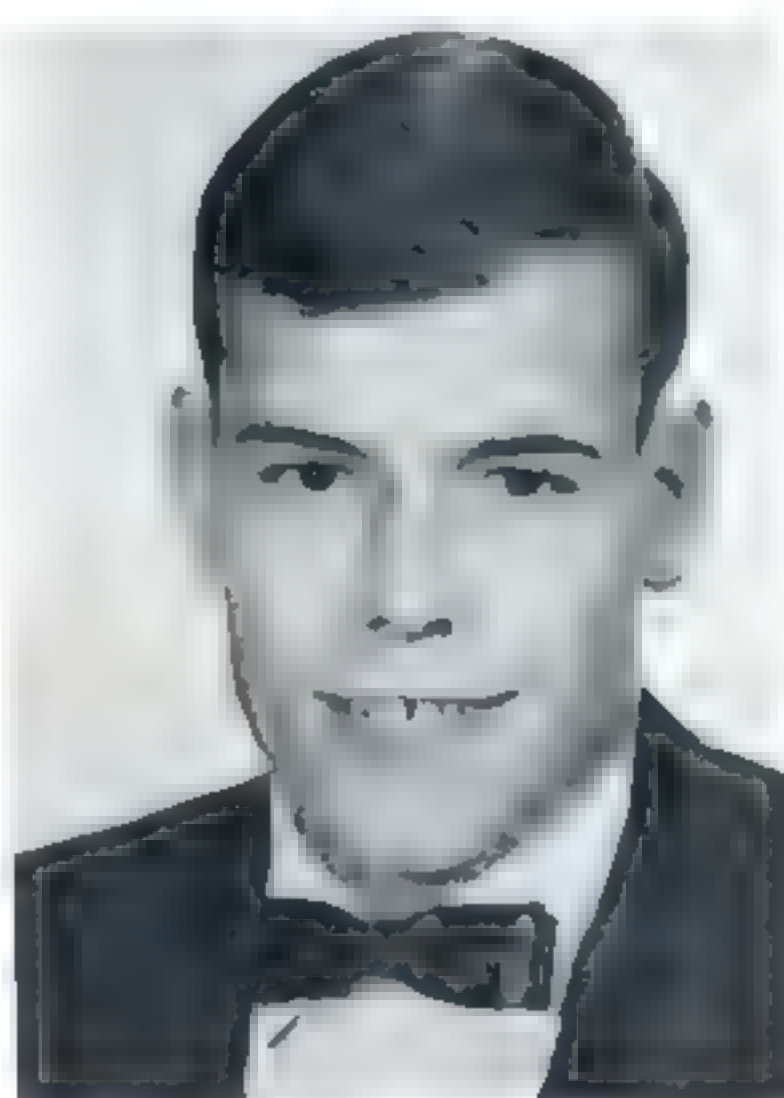
Charles, is a graduate of Marion High School with a B average throughout high school. Billy has been active in all scholastic activities, especially sports. He served as co-captain of his football team and played center. Billy plans to attend Northwestern in the fall and study for an engineering degree. He has not missed a day of classes in 12 years of school.



**Cheryl Prejean**

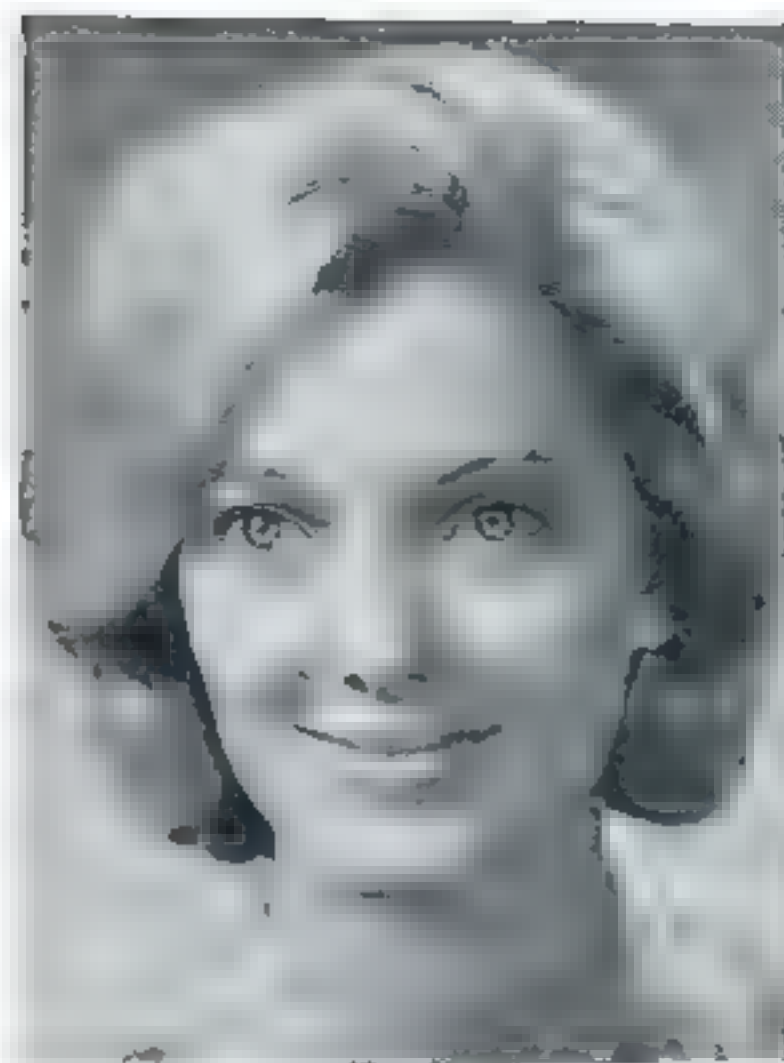
A 1967 graduate of LaGrange High School in Lake Charles, Cheryl Ann Prejean was head cheerleader, homecoming maid, Pelican Girls State Delegate, Miss Loyalty, Calcasieu's Junior Miss, winner of the talent award at Louisiana Junior Miss Pageant, and third runner-up in the Miss Lake Charles Pageant. She has served three years on the Student Council, elected

Christmas queen, a member of Gatorettes and has served three years as cheer leader. This month she will go to San Salvador for three weeks under the sponsorship of the Lake Charles Jaycees and Jaynes. Currently considering a career in interior decorating, she will enter McNeese State College in the fall. Cheryl is the daughter of John Prejean, storeroom supervisor, Lake Charles.



**Michael Cessac**

Michael Cessac, son of Earlene Cessac, PBX operator in Beaumont, is a graduate of Nederland High School. Michael was president of his graduating class, president of the Honor Society, recipient of the American Legion Award and Most Distinguished Student of his graduating class. Active in sports, he was selected for the Beaumont Journal's All-District Football Team, and the Nederland High baseball team. He was an honored guest at the Beaumont Farm and Ranch Club's banquet for outstanding seniors. Mike, who graduated in the top five per cent of his class, plans to attend Lamar Tech for pre-dentistry studies.



**Cynthia Sublette**

Mrs. Cynthia Sublette, daughter of Dude Marshall, senior departmental clerk, Beaumont, has just received her master of arts degree in English with high honors from North Texas State University. Mrs. Sublette taught high school French in Dallas for two years.



**Royce Andrus**

Co-valedictorian of his graduating class, Royce Andrus, son of Leon R. Andrus, appliance repairman in Lake Charles, graduated with a 4.0 average. Royce received the Woodman of the World Award and a scholarship to McNeese State College.

A 1967 graduate of Forest Park High School in Beaumont, Sheri Lynn Alexander, daughter of Mrs. R. H. Baker, Customer Accounts, Beau-

mont, plans to enter Chenier Business College this month to study secretarial automation and IBM. During high school Sheri was a member of the Drama Club and appeared in "The Music Man." Sports-minded, she was on the Powder Puff Football Team for two



**Sheri Alexander**

years, the girls' track team and the basketball team. Her other activities included membership in the Science Club, Indianettes, Pep Squad and Future Homemakers of America.



**Hugh Landry**

Hugh Bernard Landry, son of Hubert J. Landry, primary and special tester, Lake Charles Meter Department, is a graduate of LaGrange Senior High. In the fall he plans to attend McNeese State College.





**Sandra Bailey**

Sandra Lynn Bailey, lovely daughter of Edgar L. Bailey, treasurer, Beaumont, is a recent graduate of the University of Texas School of Dental Hygiene. Commencement exercises were held June 5 at St. Luke's Methodist Church in Houston.



**Linda Ann Pellerin**

Linda Ann Pellerin, graduate of Port Neches-Groves High School, is the daughter of M. J. Pellerin, line foreman in Port Arthur. Linda plans to enter Beaumont Commercial Business College in July.



**Clayton Thibodeaux**

For the third straight year, Clayton Thibodeaux, son of Irby J. Thibodeaux, building maintenance, Beaumont, has made the honor roll at James H. Henderson School in Beaumont. Clayton was



**Renee Vincent**

Renee Vincent, daughter of P. J. Vincent, Beaumont T&D, has received recognition at Saint Pius X School in Beaumont for her regular and punctual attendance, well prepared lessons and good behavior, ranking her among the honor students.

## Honor Students



**Cynthia Cannon**

The daughter of George Cannon, supervisor of production planning, Cynthia Cannon, an honor graduate of Forest Park High School in Beaumont, has been elected to the Lamar Tech freshman Honor Society. Cynthia received



A five-year projection of our Company's construction plans was outlined at the second department head meeting presented by the System Engineering Department May 1-3. The program was given in Beaumont, Baton Rouge and Lake Charles by System Planning Engineers A. W. Smith, A. E. Naylor, R. D. Broussard, W. E. Barksdale, F. S. Roby and B. R. Clausen, supervisor of the planning section.





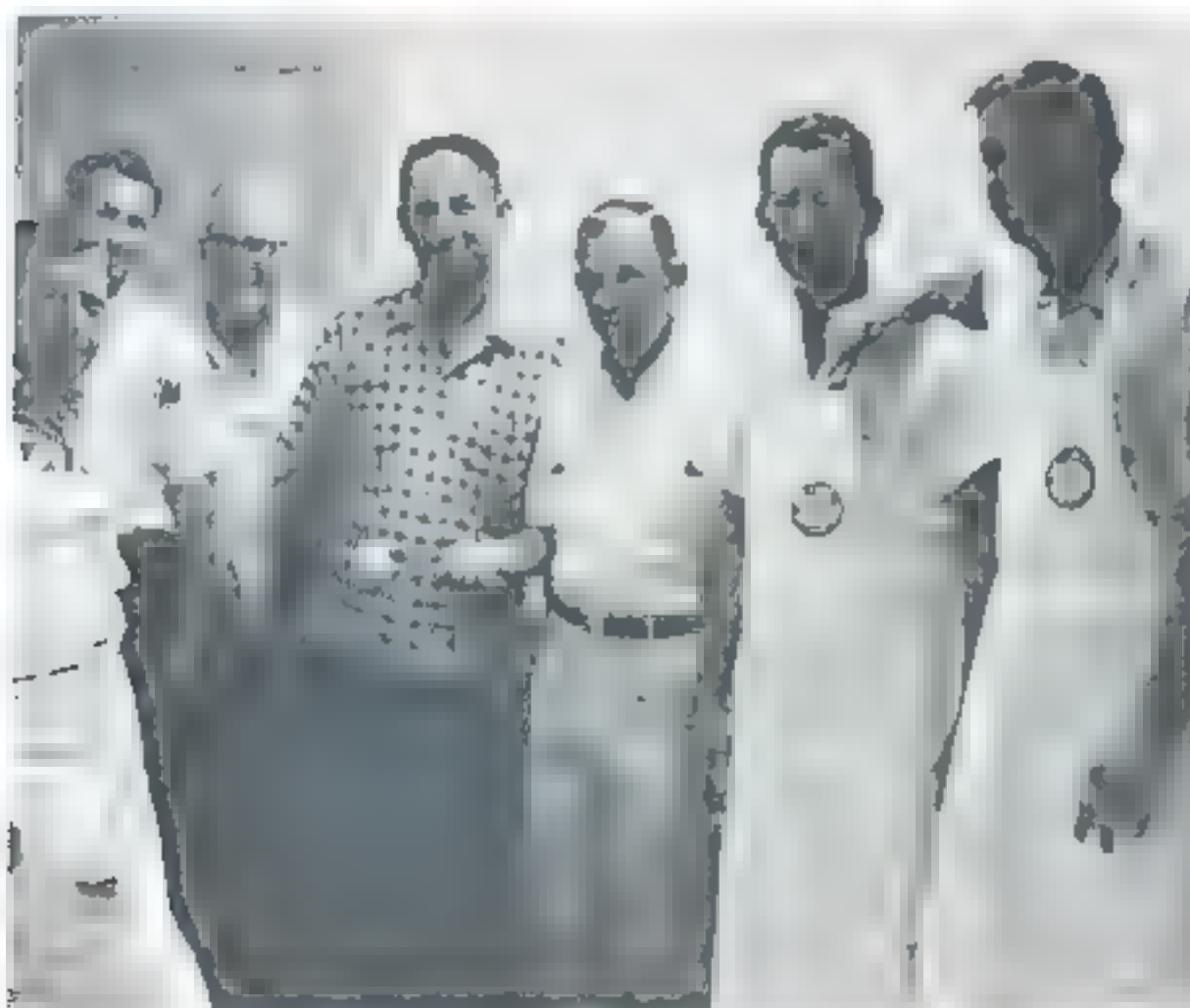
## PORT ARTHUR

George "Chuck" Tenholder, son of Fred Tenholder, sales supervisor in Port Arthur, is serving six-month's reserve duty with the U.S. Coast Guard stationed on the tender "Salvia" near Mobile, Alabama.



After Chuck completed his basic training at Government Island, Alameda, California, earlier this year, his parents vacationed to the West Coast so he could return with them for a 14-day leave in Port Arthur. They returned by way of Las Vegas and Yosemite National Park.

Chuck has been accepted for enrollment at the University of Houston where he will study radio and television production.



Recognize these cooks? From left to right they are Wayne Dunham, Shelton Fruge, Ken Jumel, Leon Romero, Doug Watkin, C. L. Fruge and Calvin Hebert. The occasion was a retirement shrimp boil at Neches Station for the Port Arthur T&D Department.

## BATON ROUGE

Kimberly Clark, substation mechanic, has improved steadily since his accident at Morganza Substation on May 12. Hospitalized in Lady of the Lake Hospital, he has remained in good spirits despite his painful wounds.

Doctors say friends and visitors are the best medicine at present. Kimberly has expressed his appreciation for the prayers and thoughtfulness of everyone and requests to be continually remembered. We are thankful to God for his recovery.



Getting the pool ready for the May 13 opening of Baton Rouge's Kilowatt Club are Ike Eisworth of the Substation Department, left, and Sammy McKenzie of Louisiana Station.

J. S. Gray, control room foreman at Willow Glen Station, was the subject of a feature article in the Baton Rouge State Times and Morning Advocate, recalling the horrors of the "Bataan death march", a week-long march by American and Filipino troops forced to surrender to Japanese forces in the Philippines 25-years ago.

During the trek, Mr. Gray was allowed only a half canteen of water and a stalk of sugar cane. According to the article, he remained a prisoner until the war ended in the Pacific in 1945. He experienced a weight loss of almost 100 pounds and contracted malaria 22 times while in confinement.

J. L. Clement, commercial sales representative, Baton Rouge, his wife, Delores, and son, Chuck, recently spent a



The Clements at Mount Vernon

week touring Washington, D. C., and visiting with daughter, Billie Jo, and family. The Clements were particularly impressed with Mount Vernon and the Smithsonian Institute.

"We spent 20 hours going through the Smithsonian and we hardly scratched the surface," Mr. Clement said.

—Walt Wright

## NECHES STATION

John F. Nathan, son of John Nathan, retired laborer of Neches Station, was



Lt. Charles A. Reaux, son of Albert J. Reaux, control operations foreman, is serving in the central highlands of Vietnam as a medical officer. Even when not on duty, Lt. Reaux and others of his unit tour the native villages treating illnesses of the Vietnamese.



recently presented an award as the most outstanding chemistry student at North Texas State College at Denton, Texas.

A senior student, he is a graduate of Charlton-Pollard High School in Beaumont.

—Naomi Haynes

## LOUISIANA STATION

Louisiana Station welcomes new employees to its office staff, one a temporary employee for the summer.

Pauline Miller, a native of Magnolia, Mississippi, brightened the faces of Departmental Clerks Jackie Busceme and Donna Parsons when she filled Alfrieda Henderson's place as a stenographer.

Dianne Rials of Wisner, Louisiana, cheered up the office with her country accent. She replaced Elaine Cherbonnier, former departmental clerk, who returned to college.

Carol McCann of Lafayette, Louisiana, is helping the Planning Department for the summer. Carol will become a senior at Louisiana State University in the fall.

Six GSU employees and their wives from Baton Rouge had a wonderful time attending a UCT Convention May 13, 14 and 15 at the Edgewater Hotel in



Conventioneers in Gulfport, Mississippi

Gulfport, Mississippi. Some of the fringe benefits of the convention were swimming, boating and deep sea fishing.

Attending the convention were Mr. and Mrs. F. G. Hornsby, Mr. and Mrs. Hubert Desselles, Mr. and Mrs. James Babin, Mr. and Mrs. Jack Waltrip, Mr. and Mrs. Vernon Young and Mr. and Mrs. Walter Jones.

On Wednesday, May 24, Louisiana Station's "D" Shift held its annual picnic for employees and their families. Approximately 50 people attended the event held at the UCT Grounds on Florida Boulevard.

D-Shift Operating Engineer C. L. Blackwell was elected to cook, and hence, changed his title to "chief chef" for one day.

The meal of chicken and sausage jambalaya, potato salad, baked beans, salad, hot buttered bread and cold drinks was served at 5:30 p.m.



Louisiana Station's D-Shift Picnic

Mr. and Mrs. Malcolm R. Holmes and son, Malcolm, Jr., are spending four days and nights at the luxurious Versailles Hotel in Miami Beach, Florida. Malcolm won the trip which includes planned parties and other social functions, plus a day's visit at Canaveral West. They will tour Cape Kennedy and be guests for breakfast and lunch.

Mrs. John H. Linder, wife of test technician at Louisiana Station has been co-star of a country and western radio program for more than five weeks. She is also a frequent guest of Big "L" Jamboree. Mrs. Linder plans to try her talents as a song writer and recording artist. She will have "Run Away Little Girl" and "That's the Way I Am" out on record soon.

A patio party, held at the home of Mr. and Mrs. A. R. Roussel on Friday, June 9, 1967, honored the "B" shift employees of Louisiana Station. Other guests were supervisors of Louisiana Station and retired employees who were close associates of the Roussel's. "Moon" and "Gene", as they are affectionately

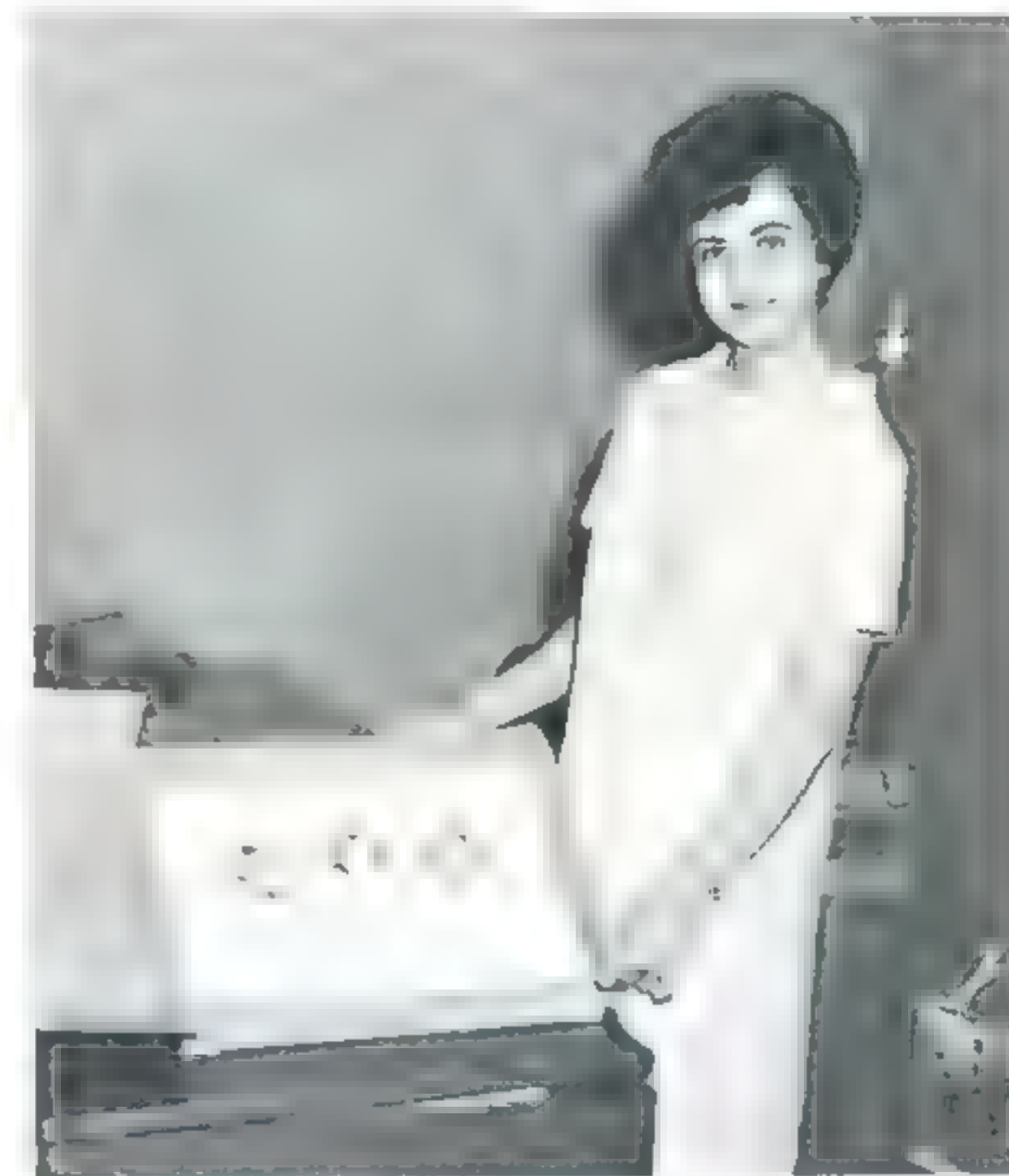


Sp/4 Anthony A. Tunious, right, son of Leroy Tunious, Baton Rouge T&D, assists in a simulated night evacuation mission as part of his training at Soc Trang, South Vietnam. The medical evacuation operation is known as "Dust-off."

called, were perfect hosts. The menu was bar-b-que chicken a la "Moon", dressing and potato salad a la "Gene". After the first bite, the "Ummmmmm good" could be heard all over.

"Moon" said he wanted this get-together with the boys before he retires on October 1, 1967.

—Donna Parsons



"We'll miss you" was the inscription on Margaret Williford's cake given to her by fellow employees. The former stenographer of commercial sales in Beaumont is expecting her second child.

## NELSON STATION

A. J. Boudreaux, master test technician at Roy S. Nelson Station, was recently named Knight of the Month of the LaSalette Knights of Columbus Council #5755.





**Hugh C. Sanders**, control operations foreman at Roy S. Nelson Station in Lake Charles, took first place in his class at the 19th annual Neches River Festival Boat Races in Beaumont, Sunday, April 23. His "F" Hydro, L-70, is a new boat he was running for the first time.

He was cited for his unceasing dedication to the council in all of its activities as well as his outstanding work in the capacity of council treasurer.

**Curtis W. Doucet**, control operations foreman at Roy S. Nelson Station, was installed president of the Maplewood Lions Club on Tuesday, May 23.

## BEAUMONT

**June Bobo**, billing clerk, was surprised when her husband presented her with a Nimrod Camper. Of course, we suspect an ulterior motive in his selection of a gift, but June will enjoy many summer hours using her gift, we hope.

**Bernice Eaves**, billing clerk, sashayed



**A fond farewell** was bid to **Carole Marcella**, departing stenographer of the Public Relations Department. **Jim Turner**, director of public relations, presented gifts on behalf of her co-workers.

all around Texas and wound up her vacation by spending a week on a dude ranch in Bandera, Texas.

**Maxine Glenn**, general clerk, was delighted to find her children had entered her name in a Mothers' Day Contest at a local shopping center. Maxine was grand prize winner, and will have her choice between a trip to Las Vegas, San Francisco or Disneyland.

— *Glenda Hinkle*



**Men's night out** in Orange called for plenty of catfish at the weekend home of **T. O. "Doc" Charlton**, district superintendent. Girls, you're next!

**Judy Morene Gaspard**, daughter of **Leon G. Gaspard**, garage foreman, Beaumont T&D, and **Barry Daryl Brupbacher** plan a June wedding at St. Stephens Episcopal Church. Miss Gaspard and her fiancée are May graduates of Lamar State

**Judy Gaspard** College of Technology where she is a member of Phi Kappa

## Safety Facts

Alcohol has been found to be a contributing factor in more than half of the fatal traffic accidents, according to independent surveys.

The alcohol connection was established through post-mortem studies of persons killed in accidents. The studies have been conducted in a number of states and the results agree remarkably well.



**Friends of Bert Rogers**, administrative assistant in Corporate and Finance, Beaumont, advise him to "Think Pink" about the arrival he and his wife expect in July.

**Phi**, national honor society, and the recipient of a traineeship given by the Texas Education Agency for the study of mental retardation.

Congratulations to **Leslie J. Odom**, relayman in Beaumont, on the birth of a son, **Drew Wayne**, on March 30.

— *Jo Anne Landry*

## CONROE

**W. E. Dinkins**, district superintendent at Conroe, has been elected president of the Montgomery County United Fund for the coming year.



**Retirement** was a happy time for **Joe Lopez**, messenger, Beaumont, left. **Ed Bailey**, treasurer, was on hand to congratulate Mr. Lopez at the party given in his honor.



# Baton Rouge Golf Tournament



Winners of the tournament flights were Howard Buschmihle, Sonny Braud, Gary Diamond, Renee Dawson and Jim Chandler, squatting.



# Port Arthur Golf Tournament



The winners in Port Arthur were Bill Barksdale, Joe Pre-jean, Terrill Franklin, Randy McAlpine, Lyle Gerac and Bobby Covington.



## Baton Rouge Bowling Tournament



Sarah Gully, top left, receives singles, high handicap game and series trophies from Howard Buschmihle, chairman. Bottom left, Imogene Whitehead and Bettie Smith were doubles champs. Above, team winners were Sam Sharp, Floyd Touns, Bobby Sheets and Bill Weintritt.

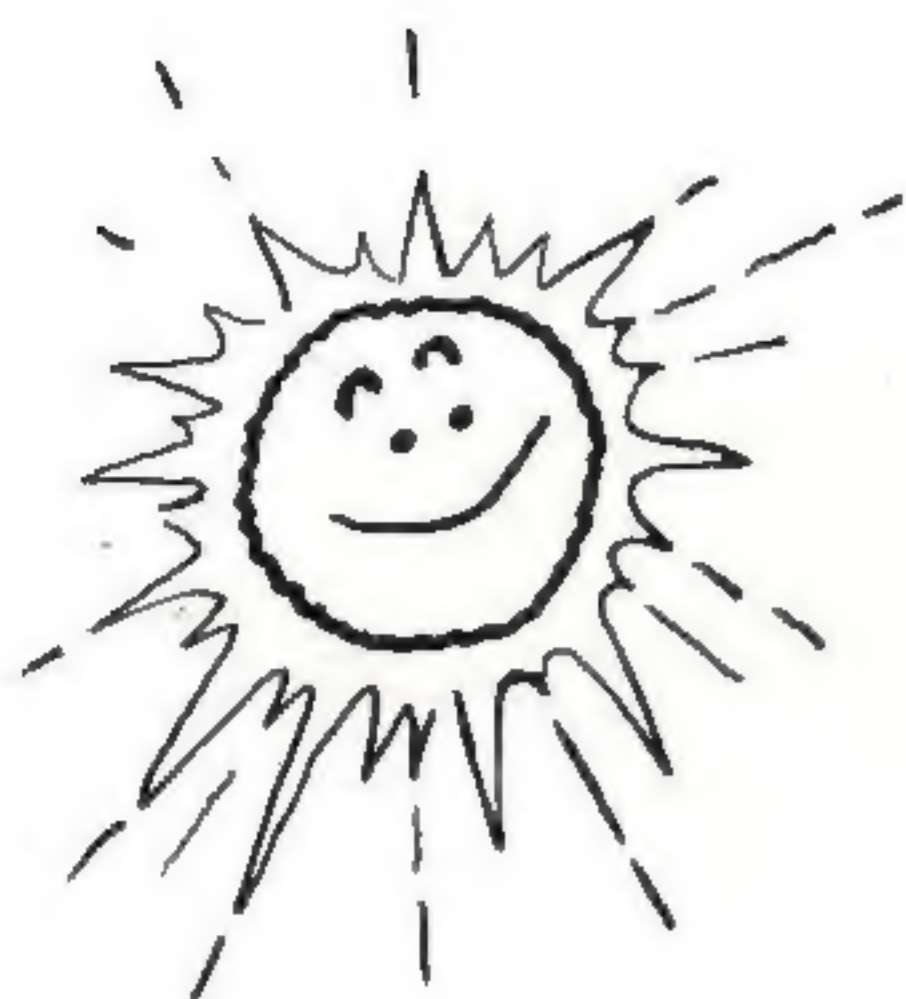
## Big Ten Bowling League - Beaumont



Above, winning team mates are Jim Balshaw, Lester Smith and Helen and Fritz Duhon. Top right, runner-up team mates are Beverly and Jim Wilder and Carolyn Smith. Bottom right, President Emmett Van Eman presents high series trophy to Bobby Fleming.







The  
Complex  
Art of

# Tanning Your Hide

DO YOU BELIEVE THAT YOU CAN'T get a sunburn on a cloudy day? . . . or that applying baby oil or mineral oil will keep you from burning? These are just two common fallacies that have caused many a sunbather to do a slow burn when he or she discovered the truth the hard way.

Saving your skin may be a bigger job than you realize—for your epidermis, which measures about 19 square feet and weighs more than seven pounds, is your body's largest organ. Here, from dermatologists and other experts, are facts about the physiology of your skin, plus tips on treating skin problems that are more than skin deep.

Your skin is a fortress which protects you

against invading bacteria and viruses—because your epidermis, or outer layer of skin, is made up of dead cells which don't become easily infected.

Below these top cells, which you slough off and replace by the billions each day, lie highly-specialized cells which produce a substance called melanin. If you're a pale face, it's because you have less melanin or pigment in your skin than someone with a swathy complexion.

A portion of your skin no bigger than a postage stamp contains four yards of nerves and 25 nerve endings. In all, you have millions of these nerve endings fanning through your skin, or dermis, each specially constructed to deliver only one type mes-



sage—heat or cold, pain or pressure, or touch. For this reason, a burn, in addition to a skin injury may also involve the underlying tissues, causing destruction of the cells in the involved area.

A sunburn, according to the National Safety Council, is just like the burn you get from a hot iron, but it can be much more serious because it usually covers a large area of the body. The difference between tanning your hide and roasting it depends a great deal on how much you know about the sun, and on how carefully you follow some basic rules.


If you are a fair-skinned person who burns easily, 20 minutes on the first day is the maximum limit of safety for the average adult. This period should be much less in the case of children and sun-sensitive adults. One secret to a safe, smooth tan is to stick to the schedule for just 10 minutes additional time in the sun per day for each of the seven days it will take you to develop your tan.

The sun's strength varies with the time and place, and the sensitivity of people's skin also varies. An overcast day can be equally as dangerous for a sunburn as a bright, clear day because those "burning" ultraviolet rays can penetrate mist and clouds! Sand, water and similar surfaces reflect the sun more readily than grassy areas. So, even in the shade of an umbrella you can burn, because it is light rays and not heat rays that cause sunburn.

Sunburn danger is greatest between the hours of 10 a.m. and 2 p.m., so if you must venture out at this time, exercise extra caution. Before 8 a.m., or after 4 p.m., you hardly risk your skin at all. If you're to be out in the sun any length of time, it's wise to protect your eyes with a hat brim, sunglasses or a towel. Wearing a beach hat protects your hair, too, and in the noonday sun, may even help save you from a sunstroke.

For sunburn protection use a lotion, not a potion. Mineral oil, baby oil, vinegar and other greasy, smelly potions offer little or no protection from the sun, so don't depend upon them. Use a dependable commercial suntan lotion. Most of these products admit the sun's tanning rays while blocking out the harmful burning rays. On thin-skinned areas like nose, lips, ears, shoulders and knees, double your dose of suntan lotion for added protection. After bathing, smooth on more of the suntan lotion to keep your skin from drying out and from peeling.

For relief of a burn, benzocaine sprays are on the market which actually put the nerve endings of your skin to sleep and help to sooth, prevent infection and aid the healing of your skin.

Remember, a sunburn can "burn you up" during your vacation and may be much more than a minor inconvenience. This summer be sure to be careful about your place in the sun. 





# WANTED

GSU EMPLOYEES  
TO HELP FRIENDS LIVE BETTER

# REWARD

\$3 Value  
Choice of TV, S & H, Big Bonus Stamps

# SUSPECTS

Are All Around You

- **Report Them** to the sales department as **Prospects** for converting their heating systems to the heat pump or resistance heating. If sold within 60 days by GSU sales representatives, you get 2 books of stamps (\$6 value).

- **Take** their order for any of these products — nothing down, low monthly installments payable on regular electric service bill. Get a book of trading stamps for each sale: portable electric heaters, study lamps, Securalites, postyard lights.

**Plan Now** to do your Christmas shopping with the rewards you collect between now and December—contact the GSU Sales Floor nearest you for more details.